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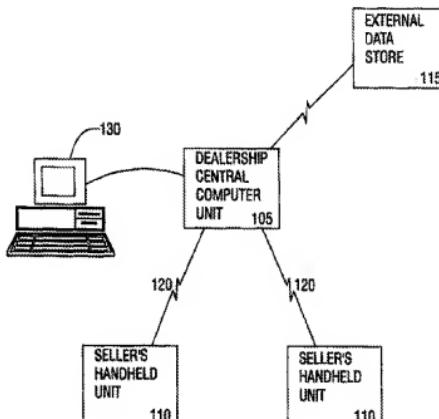
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(54) Title: PORTABLE SALES PRESENTATION SYSTEM WITH SELECTIVE SCRIPTED SELLER PROMPTS

(57) Abstract

A handheld computer unit for use by, e.g., a car sales person (seller) prompts the seller with a standard script to be followed at each step in the process after a prospect enters a dealership. The prospect's response to the scripted questions is used to identify the prospect's particular interests of a general nature, e.g., safety, and of a specific nature, e.g., trailer towing capacity. When either a general or specific interest is identified, the seller is prompted to tailor the conversation to address the prospect's interests. Among other things, the handheld unit can perform functions such as (i) permitting the seller to retrieve useful information such as inventory availability from a sales information data store; (ii) displaying option-sensitive prompts to aid the seller in discussing specific vehicles under consideration; (iii) accessing remote communications links to external data sources to obtain information on credit-worthiness of the prospect, financing terms, and availability; (iv) displaying motivational information such as the percentage likelihood of consummating the sale successfully; (v) providing a communications link with management personnel.



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PORTABLE SALES PRESENTATION SYSTEM
WITH SELECTIVE SCRIPTED SELLER PROMPTS

1. BACKGROUND OF THE INVENTION

1.1 Cross-Reference to Related Application

5 This application is a continuation in part of co-pending "parent" application Serial No. 08/587,276, filed January 18, 1996, which is incorporated by reference in its entirety.

1.2 Source Code Appendix

10 The microfiche appendix filed herewith contains computer-program source code and database information for an illustrative implementation of the invention. The source code is copyrighted and is the property of the assignee of this application. Authorization is granted to make copies of the source code in conjunction with making facsimiles of this application and any patent(s) issuing thereon, but all other rights are reserved.

15 **1.3 Introduction**

The cost of any goods or services that are sold include costs of marketing. Every item (tangible or intangible) that is sold has included in its costs, the costs of "selling" it. Millions of people are employed in "selling" and hundreds of millions of man-hours are expended in direct face-to-face "selling" every year in the United States. The cost of "selling" is every bit as real a 20 part of the cost of an item or service as is the direct labor cost involved in manufacturing the item or providing the service.

It is generally estimated that less than 10 percent of a salesperson's total time is spent actually "selling" — i.e. the direct face-to-face contact with a prospective buyer. Therefore the efficiency of the face-to-face sales process is directly related to the quality with which the face-to-face contact is carried out.

25 The present invention relates to a computer system that addresses some common information-flow problems in a large "industry," namely the sales process. The computer system organizes specific information to assist salesmen or saleswomen (referred to generically as "sellers") and management in making a presentation to a potential purchaser ("prospect"), in a methodical and consistent manner. Use of the system by a seller produces a number of practical

benefits, including a more effective matching of the prospect's needs to one or more specific products or services to the needs of the prospect, as well as faster determination of appropriate financing arrangements. This in turn results in a more satisfactory experience for the prospect and better on-the-job training for an inexperienced seller, both of which lead to more effective 5 utilization of capital by the seller or his or her employer.

In a nutshell, the computer system reduces costs associated with selling, resulting in exactly the same benefits — lower cost and more effective utilization of capital — as systems which reduce costs associated with research, development, design, manufacturing, maintenance, etc.

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1.4 Human-Factors Problems in Large-Volume Sales Organizations

The sales process can be usefully thought of as an interaction between a prospect and a seller. When performed correctly, the process comprises a logical series of exchanges of 15 information between the seller and the prospect, between the seller and management, between management and a credit bureau, etc. The actual steps will vary depending upon the type of product and the industry, but the concept of the sales process being a sequence of definable information exchanges remains the same.

Historically, however, the actual process of selling, when done on a large scale, has been a 20 disorganized one. Some people are thought of as "born sellers" and need little training to be effective. With suitable training, many other individuals can learn the sales process and achieve good results. In large sales organizations such as car dealerships, however, turnover is frequently high. As a result, it is often not possible to count on having a population of sellers who all either 25 are born sellers or have had suitable training. That means that variations in natural ability and training lead to what amount to inefficiencies of scale, with a concomitant reduction in productivity.

Such inefficiencies are not inherent to large-scale sales. A significant weakness of selling on a large scale is the inability to enforce a certain measure of standardization of the sales process on large numbers of sellers so that they consistently utilize proven sales techniques.

Sales efficiency (defined here as the ratio between sales consummated to prospective buyers dealt with) improves dramatically when sellers record sufficiently complete data on sales prospects to achieve other goals, such as follow-up communication by phone or mail with those prospects that did not make a purchase, correct determination of closing ratios for each individual seller, or analysis of the advertising source that initially captured the prospect's attention.

Inefficient sellers can be given additional training or, if necessary, weeded out when correct determination of sales efficiency ratios for individual sellers can be made accurately, quickly, and with reduced overhead. Advertising efficiency (defined here as the ratio of advertising dollars spent to the gross sales volume produced) is enhanced by analyzing the advertising sources that initially capture prospect attention.

An illustration of the need for such a system can be seen in a car dealership, an area in which very large dollar volume sales occur and the sales process is sometimes poorly administered. In general, dealerships have several characteristics in common:

1. Due to less-than-perfect (or even virtually non-existent) pre-employment screening, dealerships may hire sellers that lack true sales proficiency, a problem in most types of retail sales operations.
2. Due to long hours, Saturday work days, and a poor industry image, car dealerships may suffer from high levels of personnel turnover, particularly in the sales departments (in which 100%[‡] turnover per year is not uncommon).
3. Due to turnover, dealerships are faced with a constant re-training need, which in some cases is poorly accomplished.
4. Many dealerships hire experienced sellers from other dealerships on the assumption that they are good at what they do and do not require training, when in fact these experienced sellers may use very poor sales techniques.
5. Many dealerships refrain from hiring new, inexperienced sellers because they do not want to make an investment in training or suffer loss of productivity as a new seller comes up to speed.

6. Ironically, dealerships do not want to invest in sales training precisely because turnover is high and the investment would be "wasted" in their view. This tends to produce high failure rates among new sellers.

5 **1.5 Prior Attempts at Standardizing the Sales Process**

A scattered few vehicle manufacturers (e.g., Lexus, Infiniti, and Saturn) have spent large amounts of time and money attempting to improve the quality and consistency of procedures to control the sales process. Dealerships that exert control over the vehicle sales process have in general been far more successful than those that have not. Many of these dealerships have 10 elaborate pencil and paper control procedures. Some employ computerized systems, but as far as is known they record data only after the fact.

1.6 Long-Felt Need

Despite the modest success of these procedures, direct real-time supervision of the sales 15 process has long been recognized as difficult. To be effective, such supervision must take place where the sales presentations are made, i.e., in changing physical locations throughout the dealership, not at a desk or counter where a supervisor can observe. A sales manager's presence during the conversations between the seller and the prospect, however, is likely to undermine the rapport-building that can be critical to the success of the sales process.

20 The problem is exacerbated by the need for ready communication between the seller and his or her manager, or "control desk." Thus, the need for direct managerial supervision is simultaneously created and made more difficult by the nature of the business. The need is highlighted by the fact that, because considerable advertising dollars are invested in attracting new business to the dealership, each prospect that is handled less than optimally may represent a 25 substantial lost profit opportunity.

2. SUMMARY OF THE INVENTION

A computer system in accordance with the present invention addresses many of these problems, including improvement, standardization, and enforcement of the sales process;

efficient training of new sellers; and real-time control of the process by management. The system comprises one or more handheld computer units used by sellers that may be linked with a central computer unit. Each dealership decides the exact sequence that it would like its sellers to follow. The handheld unit then prompts the seller with a standard script to be followed at each 5 step in the process after a prospect enters the dealership. The prospect's responses to the scripted questions are used to identify the prospect's motivation (e.g., safety) or specific interest (e.g., trailer towing capacity). Software switches can be used to indicate motivations or specific interests. The switches are monitored during the sales presentation. When a motivation or interest is identified, the handheld unit prompts the seller to introduce information corresponding 10 to the identified interest.

3. BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a block diagram of a system in accordance with the invention.

15 Figure 2 is a perspective view of a specific embodiment of a handheld unit in accordance with the invention.

Figures 3 through 21 are screen prints of illustrative screen displays created on a handheld unit by a specific implementation of software in accordance with the invention. The screen displays, discussed in more detail below, implement the invention for a car dealership.

20 Figures 22 through 70 are illustrative scripts used in a specific implementation of the invention for a car dealership. The organization of the scripts is discussed below.

4. DETAILED DESCRIPTION OF SPECIFIC EMBODIMENTS

4.1 Overview of Illustrative Embodiment

One illustrative embodiment of the invention takes the form of a system for enforcing 25 recording, by a seller, of information about a vehicle-purchase prospect at an automobile dealership. In the interest of clarity, not all features of an actual implementation are necessarily described in this specification, although many additional details of such an implementation can be found in the microfiche appendix. It will of course be appreciated that in the development of any such actual implementation (as in any computer-system development project), numerous

engineering and programming decisions must be made to achieve the developers' specific goals and subgoals (e.g., compliance with system- and business-related constraints), which will vary from one implementation to another. Moreover, attention will necessarily be paid to proper programming practices for the environment in question. It will be appreciated that such a 5 development effort might be complex and time-consuming, but would nevertheless be a routine undertaking of system development for those of ordinary skill having the benefit of this disclosure.

As shown in Figure 1, at its most basic, the illustrative system comprises one or more 10 seller computer units 110 operated by sellers and may also include a central computer 105. The seller computer unit 110 may be of a size suitable to hold in a seller's hand, referred to simply as a "handheld" unit, although it may be held in the seller's hand, used on a table or on the seller's lap, suspended from a strap around the seller's neck, etc. The illustrative examples discussed below all involve such handheld units. Alternatively, the seller computer unit 110 may comprise a fixed unit, e.g., a desktop computer with suitable programming.

15 The handheld computer unit 110 manages a sales-information data store, utilizing any convenient database management system (DBMS) software. This sales-information data store may also be located on the central computer. The external data store(s) are remotely located at places such as vehicle manufacturers, credit bureaus, and credit granting institutions on their computer systems 115.

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4.2 The Sales-Information Data Store

The sales-information data store, which may be maintained at or by the handheld 25 computer unit 110, or at the central computer 105, or both, includes a number of specific databases. Virtually any of the databases referred to herein can be either local databases on the handheld unit (updated periodically from a central computer or other data store, e.g., via a serial or parallel cable, a network connection, a radio link, or an infrared link) or remote databases located on the central computer, accessed through a conventional disk search or through an on-line query. Some or all of the databases may be combined if desired into a single complex

database, as will be recognized by those of ordinary skill having the benefit of this disclosure.

The databases include:

(1) a vehicle-inventory information database, which can include both a dealer's database as well as those vehicles in the inventory of other dealerships in a commonly owned group of dealerships. Inventory information is valuable when the seller cannot locate the particular item sought by the prospect;

(2) a customer database, containing conventional information about customers who have made purchases, enabling the seller to identify a prospect as a valuable repeat customer if one should return to the dealership;

(3) a prospect database, likewise containing similar information about prospects who have visited the dealership. With this information, management can determine if there is a pattern in the point at which sales processes are breaking down, or whether a certain seller suffers from very poor sales efficiency. Very importantly by interrogating this database a prospect can be identified as a returning prospect. A returning prospect, known in the auto industry as a "be-back" prospect, has a percentage likelihood of successful consummation of sale that is easily triple that of a prospect on a first time visit. The reason for this is that a "be-back" prospect has completed his or her shopping process and is now ready to make a purchase. For this reason a "be-back" prospect is especially valuable and deserves special attention. Further, the availability of such information saves the time involved in re-entry of data if the prospect returns to the dealership at a later date;

(4) a pending-transaction database, referred to colloquially herein as a "deal" database. Typically a record is started in the pending-transaction database when the first actual offer is made to or by the prospect. Stored information on pending transactions allows managers to monitor sales transactions as they are taking place, enabling them to insert themselves into the sales process if a deal begins to turn sour; and

(5) control-record information, which can provide, for example: data on financing and leasing plans; data on taxes and fees that would apply to the particular sale; information on other products or services frequently sold in conjunction with the desired purchase item.

information on commission rates that apply to various components of the sale, or the sequence and content of each step in the sales process.

4.3 External Data Stores

Useful information may be contained within databases at one or more external data stores 115 such as manufacturers, credit bureaus, and credit-granting institutions. For example, vehicle manufacturers commonly maintain real-time updated databases of vehicles on order, in production, in transit, and in the inventories of all dealerships nationwide. When a situation is encountered where the dealership does not have on hand the vehicle that the prospect desires, the seller can access this external data store from a handheld computer to see if a suitable unit exists somewhere in the distribution system.

These external data stores may be accessed directly from the handheld unit or through the communications network to the central computer that has a conventional modem attachment to the telephone network to the vehicle manufacturer.

4.4 The Hand-Held Computer Unit

The handheld computer unit 110, referred to as a handheld unit, may be a custom-designed unit or a suitably programmed subnotebook computer or personal digital assistant (PDA). It may be a stand-alone unit; or it may be designed for use as a smart wireless terminal 20 in a larger system including a central computer unit 105; or it may be designed to operate in either stand-alone or smart-terminal mode at the user's option.

A) WIRELESS LINK 120: The handheld unit 110 may have a conventional communications interface or link 120 to the central computer unit 105 or to other handheld unit(s) 110, preferably a wireless link 120 to enable user mobility. The wireless link 120 may take the form of, e.g., a radio modem, an infrared beam, or similar devices.

B) INPUT DEVICE: The handheld unit 110 has a conventional input device operable by the seller for recording data about the prospect, along with suitable conventional programming for managing the input process. The input device may take the form of, e.g., a keyboard; a touchscreen such as those found on many PDAs; a pointing device such as a mouse, trackball, or

J-stick; or a voice-recognition unit. The input device may also have an audio recording input capability.

5 c) TRANSMISSION OF PROSPECT DATA: The handheld unit 110 may include programming for transmitting prospect data to the central computer unit 105 or to other handheld units 110 via the communications link. The prospect data may be transmitted to the central computer unit 105, but may also be retained locally at the handheld unit 110.

10 d) SALES INFORMATION REQUESTS: The handheld unit 110 includes programming for interrogating the sales-information data store to obtain information requested by the seller. This may include, e.g., inventory information to determine which cars are in stock or can be obtained quickly.

15 e) DISPLAY: The handheld unit 110 includes a conventional display (e.g., an LCD display) and suitable programming for displaying requested sales information to the seller. As noted above, display of the requested information may be contingent on the seller having entered all required prospect data and complying with steps in the sales communications process that is required by sales management.

20 f) LOCAL DATA STORE: The handheld unit 110 may include a local data store (e.g., read-write memory or "RAM," flash memory, or a hard disk drive) for locally storing some or all of the sales information data store. This permits the handheld unit 110 to operate independently of the central computer unit 105 if desired, advantageously reducing wireless communications traffic and permitting use of the handheld unit 110 if the central computer or wireless communications link are inoperable.

25 g) EXTERNAL DATA STORE: The handheld unit 110 may access databases at external locations such as the external data store 115 via direct communications or by communications over the wireless link 120 to a central computer 105, which has a conventional communications link over telephone lines to the external data store. The communications link may be a modem-type link or a direct digital connection, e.g., an IDSN line, a T1 or T3 line, etc.

4.5 Sales Communication Process

A) SPECIFIED SEQUENCE: The handheld unit 110 includes programming to prompt the seller to perform a specified sequence of steps in a desired sales communication process. The programming may take the form of pre-stored scripts, in a suitable macro-like script language, 5 that are conventionally interpreted by an interpreter (or alternatively are conventionally compiled into executable form) and which, when executed by the handheld unit 110, cause the handheld unit 110 to display appropriate messages on a display.

Different scripts may be used for different sales contexts. For example, a script for an in-person visit by a prospect may prompt the seller to handle the encounter differently than for a 10 telephone inquiry.

The sales communications process(es), and thus the script(s), will normally include obtaining prospect data and recording it in a data store in the handheld unit 110; the scripts preferably take into account the prospect data as it is entered by the seller. For example, if the initial prospect data entered by the seller indicates that the prospect is young, then the 15 programming script may prompt the seller to ask whether the prospect would be interested in a first-time-buyer financing package and to record that prospect data.

B) PRODUCT PRESENTATIONS: The handheld unit 110 may include programming to display a series of scripted product features and benefits. These scripts may vary based upon the particular product that the prospect is interested in. A comprehensive product presentation is key 20 element of a successful sales process.

C) RECORDING OF DATA: For greater usefulness of the system, the seller is asked to record the prospect's personal information such as name, address, etc., early in their meeting. As the seller records the information into the handheld unit 110, the information may be conventionally transmitted (on a real-time basis or periodically in a batch) to other handheld 25 units 110 or to the central computer unit 105 for storage in the appropriate database for use in a conventional sales prospect follow-up system. Thus, no matter how the sales transaction ends, the dealership will always have a record of the prospect's visit and can follow-up the visit with a letter or phone call.

Human factors are a disincentive to comply with recording of prospect data: Since sellers are evaluated on their sales efficiency, they have a disincentive to record data on prospects that do not purchase since this would reflect negatively on their sales efficiency ratios. Historically for this reason sellers in this situation have done a very poor job of collecting prospect data in spite of its obvious usefulness to the dealership.

5 D) INCENTIVES TO COMPLY WITH SALES PROCESS: Notably, the sales-information-request programming of the handheld unit 110 includes one or more program routines to deny access by the seller to the sales-information data store and to the remote communications links to the external data sources, and to display an appropriate reminder message, if the seller has not
10 complied with the specified steps in the sales process. This gives the seller a large incentive both to comply with the process and to record data as required by the process. For example, the program routines may prevent the handheld unit 110 from accessing the vehicle-inventory information database if all required prospect data has not been entered. Alternatively, the routines may permit the handheld unit 110 to obtain the requested data from the sales
15 information data store, but then not permit the data to be displayed until all required prospect data has been entered. As with many of the program routines described for the handheld unit 110, these program routines may equivalently be located in and control the central computer unit 105 to prevent that unit from transmitting requested data to the handheld unit 110.

20 E) TIME STAMPS: The illustrative handheld unit 110 includes suitable conventional programming for recording time stamps to identify the time and/or duration of performance of respective steps in the desired sale communication process. The time stamp records are used to record the actual time (either clock time or elapsed time during the sales encounter) at which the seller records specified information. This permits sales management to confirm with reasonable confidence that the seller is in fact performing the appropriate steps in the sales communication
25 process instead of, e.g., recording fabricated or "bogus" data all at once. For example, if the manager sees that a certain seller's tour of the dealership facilities with a prospect lasted only 15 seconds, the manager knows the seller has circumvented that step in the process and can counsel him or her. The time stamps can both be recorded locally at the handheld unit 110 or uploaded to the central computer unit 105 via the communications link for statistical analysis of seller

performance. Alternatively, the time stamp records can be created at the central computer unit 105 as prospect data and other data are transmitted by the handheld unit 110.

5 F) EXTERNAL CHECKS ON PROCESS COMPLETION: Suitable programming can be included in the handheld unit 110, the central computer unit 105, or both, for receiving and processing a signal from an external device indicating that a specified step in the sales communication process has been completed. The external device may be, e.g., a sensor in an vehicle key storage machine that signals when a particular seller, identified by a password or an electronic keycard (similar to a bank automated teller machine card), checks out the keys to a car for a test drive. Other external devices may be advantageously utilized to verify the physical location of the 10 seller at a particular time, thus serving as an additional check on the seller's compliance with the specified sales communication process.

Similarly, programming can be included for sending a signal to a gate controller to open a vehicle access gate. The seller, when driving out of the dealership parking lot for a test drive, thus can use the handheld unit 110 to send a signal to the gate controller, either directly or via 15 the central computer unit 105. The handheld computer 110 logs the fact that the seller is leaving the premises on a test drive with the prospect in question. Again, this verification of the seller's physical location at a particular time serves as a check on the seller's compliance with the sales process.

20 G) SELECTIVE AUDIO RECORDING: Conventional hardware and suitable programming may be included in the handheld unit 110 for selective audio recording of a conversation between the seller and the prospect. Selective audio recording of the actual conversation between the seller and the prospect can be useful. For example, Saleswoman A may be known to perform well in obtaining initial prospect wants and needs. Audio recording of this portion of her conversation with the prospect may be deemed unnecessary and thus can be skipped. On the 25 other hand, Salesman B may be weak in this area; when he indicates on the handheld unit 110 that he is in this phase of the desired sales communication process, the handheld unit 110 may automatically commence audio recording until the next phase of the conversation. Sales management is then able to selectively listen to the actual sales process as it progressed and counsel the seller on sales techniques. If required by privacy laws, the handheld unit 110 may be

programmed to play an audible message on commencement of recording, such as "to help ensure quality service, this conversation may be monitored or recorded."

h) FINANCING ASPECTS: The handheld unit 110 may include programming for transmitting identifying information about the prospect and a creditworthiness inquiry to a financial institution computer 125, and for receiving and processing a creditworthiness report from that computer. If the handheld unit 110 includes an input device that can store a signature digitally, then the prospect can be asked to "sign" an authorization granting the dealership permission to access the user's credit history. The input device may be a conventional pen- and touch-screen interface of the kind found in some PDAs; a similar device of the kind found at some cash registers for credit card authorizations; or the like. Access to the financial institution computer 125 may be via direct link or may be through a conventional data link such as a modem controlled by the central computer unit 105. The financial institution may be a credit bureau or an actual financing source. In the latter case, the financing source may perform its own credit check and make a preliminary creditworthiness determination to be transmitted back to the seller. This in turn helps the seller qualify the prospect, i.e., to determine the price range of the vehicle for which the prospect is likely to be able to obtain financing.

i) COMPUTATION OF FINANCE TERMS: The handheld unit 110 may include conventional programming enabling the seller to use it as a financial calculator for calculating, e.g., lease payments, loan payments, and the like. As the sales process progresses, the prospect data, creditworthiness report, and finance terms may be transferred to another handheld unit 110 or a central computer system 105 for finalization of paperwork or for negotiation purposes as described below.

j) REAL-TIME NEGOTIATION: The handheld unit 110 programming may include routines to permit the seller to send offers to and counteroffers to other handheld computers 110 or the central computer unit 105. A sales manager or similar person may read and respond to these exchanges, e.g., using another handheld unit 110 or a terminal 130 attached to the central computer 105. By eliminating most of the seller's trips back and forth from the prospect to the sales manager's desk, much of the time needed to consummate a sale is reduced. This reduction of time spent in the negotiating process is a vital element in improving sales efficiency since if

this process becomes extended, the prospect is increasingly likely to have misgivings and decline to consummate the sale. The capacity for real-time negotiation becomes increasingly valuable in situations of high activity (like a Saturday), when there are a large number of sellers per sales manager, when the average experience level of sellers is low, when there is a large number of sellers working at a single location, or when the physical distances at a given location between sellers and sales management are large.

K) REAL-TIME SALES PROGRESS DISPLAY: The programming of the handheld unit 110 may include routines for real-time computation and display of sales progress information applicable to the transaction. For example, the likelihood of closing the sale may be estimated and displayed on the handheld unit 110 by comparing factors such as (a) the length of time that the prospect has consented to spend with the seller during each step of the sales process, and/or (b) the number of steps in the process that have been completed, with historical data on previous sales process outcomes (e.g., stored in the sales information data store) for that dealership, that city, etc. This likelihood may be displayed in a variety of ways (e.g., a percentage number, a gas-gauge indicator, etc.) to show the likelihood of closing the sale going up as each step is completed. This encourages the seller to perform each step thoroughly, taking sufficient time to communicate the desired information to the prospect.

L) REAL-TIME SALES COMMISSION DISPLAY: The programming of the handheld unit 110 may include routines for real-time computation and display of the commission that would be paid to the seller if the sale were to be consummated on the specified terms. This can serve as a powerful sales motivator for the seller.

M) COMPARATIVE RANKING AMONG SELLERS: The handheld unit 110 may also be programmed to display a list of sellers at the dealership, ranked by performance for a given period, e.g., by sales achieved in a given month. This constantly updated real-time display of sales rankings also can serve as a sales motivator for sellers.

N) DETERMINATION OF PARTICULAR PROSPECT INTERESTS: The programming and data structures of the handheld unit 110 may also be designed such that answers to scripted questions provide an indication of the prospect's general interests (sometimes referred to here as "motivations") or specific interests (sometimes referred to here as "hot buttons"). For example,

the prospect's responses to questions may indicate that the prospect is generally interested in safety. Other typical prospect motivations include performance, economy, and style, to name but a few examples. Moreover, the prospect may be specifically interested in features of a car such as air bags, trailer towing packages, etc. Some or all of these various interests may have different degrees of importance to different prospects.

If a prospect's answers to questions (alone or in combination) indicate the presence of one or more general interests or specific interests, that fact(s) is noted by setting one or more flags within an appropriate data structure, either within the handheld unit 110 or within the central computer unit 105. The handheld unit 110 then prompts the seller to ask specific additional scripted questions or make specific additional comments related to that interest to help focus the discussion. The handheld unit 110 thus helps the seller do what an expert seller likely would do intuitively.

This can be implemented in a variety of ways. For example, the programming of the handheld unit 110 may be designed so that the required flags are maintained in a suitable data structure in memory within the handheld unit. The term "flag" is used here to include values of specific data variables. For example, if a prospect's responses indicate that she has two children, ages 4 and 2, the fact that she has children and their respective ages may be recorded in appropriate variables and used as flags concerning safety as a motivation and for fold-down child seats as a possible hot button. Then again, if the prospect's answers indicate that she affirmatively does not plan to use the car to carry her children (e.g., she is buying the car for her college-bound oldest child), the fact that she has younger children may be overridden.

The overall logic of the programming in this regard is quite simple: At one or more appropriate points in the encounter between the seller and the prospect, if a flag is set indicating that the prospect has a particular motivation (as determined, e.g., by the prospect's responses to particular questions), then the seller is prompted to provide information or ask questions relevant to that motivation. For example, if a flag is set indicating that safety is a motivation for the prospect, then at one point in the encounter the seller is prompted to mention the fact that the vehicle has side air bags; at another point the seller is prompted to mention the vehicle's built-in, fold-down child seats; and so on.

Motivation switches and hot buttons of this kind can also be implemented in whole or in part in the central computer unit 105. For example, the central computer unit may determine from the prospect's ZIP code that the prospect lives in an area in which mini-vans are popular. In response, it may prompt the seller, via the handheld unit 110, to suggest to the prospect that 5 "you know, a lot of people in your neighborhood are buying this model of mini-van."

As would be apparent to one skilled in the art, conventional programming methods can be used to determine a prospect's motivations and hot buttons. Thus, the actual implementation of the required programming is immaterial here.

10 O) SELECTIVE PRESENTATION OF PRODUCT OPTIONS: Many products sold to the public include various options. For example, cars, trucks, and similar vehicles often come with options such as air conditioning, a trailer-towing package, built-in child seats, etc. A seller will frequently make a sales presentation about a specific example of a product, e.g., a specific car or truck on the lot. It may be desirable for the seller to talk only about options actually installed on that specific car or truck. An experienced seller is likely to know this. A novice seller, on the 15 other hand, may not be aware which options are installed on the particular car or truck (or may not even be aware of the extent of the available options).

The programming and data structures of the handheld unit 110 therefore may be designed to be sensitive to the actual options installed on a particular vehicle. The vehicle identification may be obtained and inputted into the handheld unit 110 in any convenient manner, e.g., by 20 selecting from a menu of available vehicles having specified characteristics or by direct entry of the factory-applied vehicle identification number (VIN). Information about the options installed on that particular vehicle may be stored in the sales-information data store as described above.

The programming for the sales communication process can then easily be designed to prompt the seller to talk at a suitable point about the specific options already installed on the 25 vehicle, e.g., in response to the motivation switches and hot buttons described above. The script for the sales communication process can include suitable remarks for the seller to make, e.g., "this particular car has the new high-performance engine already installed." Additional information about the option can be displayed if desired, either automatically or in response to a command inputted by the seller.

The programming and data structures of the handheld unit 110 can also be designed to provide the seller with a list of options that could be installed on that vehicle if desired. In that way, if the prospect indicates interest in other options, the seller can respond with an appropriate list.

5 If the prospect indicates interest in an option not already installed on that vehicle, the handheld unit 110 may identify from the sales-information data store a vehicle that does already contain that option and display that information to the seller.

If the prospect is trying to decide which specific vehicle he or she prefers, the handheld unit 110 may display a compare-and-contrast list of options for each vehicle, e.g., in table form.

10 It will be appreciated by those of ordinary skill having the benefit of this disclosure that programming of these option-sensitive features is conventional. A simple implementation entails providing, in the sales-information data store, a data structure with option information about each specific vehicle on the lot. Depending on the implementation, the data structure may include a flag indicating the presence of an option and/or more detailed information about the 15 option. The portion of the programming that causes display of a script on the handheld unit 110 simply checks the data structure to determine whether a particular option is present and modifies the script accordingly (possibly depending on other factors such as whether the prospect has expressed any interest in the option).

20 p) INCORPORATING PROSPECT INFORMATION INTO CUSTOMIZED SCRIPTS: The data collected about the prospect during the sales presentation can be used to customize the script displayed to the seller through simple parameter substitution. The customized script can reflect information such as the prospect's name, spouse's name, children's names, current vehicle owned, mileage on current vehicle, etc. This may help the inexperienced seller build a rapport with the prospect in the same way that experienced sellers do. The customization can be readily 25 implemented in conventional fashion in the programming of the handheld unit 110, the central computer unit 105, or both, as convenient.

The simplest example of such customization is probably the parameterized substitution of the client's name into the script. Some sellers believe that use of the prospect's name is a key factor in building a rapport with the prospect. Suppose that the seller has input data into the

handheld unit 110 (or retrieved it from the sales-information data store) indicating that the prospect is female, she is a physician, and her last name is Jones. At an appropriate point the script might include a reminder to work the prospect's name into the conversation. The unsubstituted script might read "<Title> <Last_Name>, if you have time, let's take a test drive." 5 As displayed to the seller on the handheld unit 110, it would read "Dr. Jones, if you have time, let's take a test drive."

As a more sophisticated example, suppose that the prospect, Dr. Jones, has said that she has a one-year old son John and that she is interested in a particular model of mini-van because it has built-in child seats. If the script is option-sensitive as described above, at an appropriate 10 point it can suggest that the seller make a comment such as "You see the child seats back here -- they're designed for children three months to five years old, so <Child_Name> should be able to use it till he's big enough to go without one." As displayed to the seller on the handheld unit 110, the script reads ". . . so John should be able to use it till he's big enough to go without one."

15 Q) "RECAPPING" SCRIPT SEGMENT: One skill of an experienced seller is the ability to remember those features of a product that aroused the prospect's interest during the sales communication process and to recap them orally during the closing stages of the process. To the extent that the seller provided data to the handheld unit 110 indicating the prospect's interest in specific options (or if the data was already present in a sales-information data store), then upon a 20 suitable command from the seller (possibly in response to a reminder prompt from the handheld unit 110), a recap list of those options is displayed on the handheld unit 110. Alternatively, the handheld unit 110 can display the recap list automatically when the information available suggests that the sales communication process has entered a specified phase.

25 R) "MANAGER HELP" BUTTON: For any given prospect, an inexperienced seller is likely to encounter difficulties at some point. The seller might not be saying the right things at the right time. There might be a personality conflict, mild or severe. There are undoubtedly dozens of reasons why any given sales communication process might go badly for an inexperienced seller.

Consequently, inexperienced sellers are trained to go get their managers if they sense that they are losing control of the sales communications process with a given prospect.

Unfortunately, this often entails a seller asking the prospect to wait while the seller finds the manager. As often as not, the prospect seizes the opportunity to depart gracefully — resulting in a lost sales opportunity. This can cause inexperienced sellers to be reluctant to leave the prospect to get the manager. In those cases where an experienced sales manager can be discretely brought into the sales communication process, however, there is a reasonable chance that the situation can be turned around and the prospect converted into a buyer.

To address this situation, the handheld unit 110 may include a "Manager Help" button. The Manager Help button is very similar in concept to the "panic button" found on handheld units available for some home-security systems — a householder can keep the handheld unit on or near his or her person; pressing the panic button transmits a signal to the security service, which sends someone to investigate.

The Manager Help button may be conventionally implemented in hardware or, preferably, in software as an icon or menu choice on the display of the handheld unit 110. When the seller "hits the button" (literally or figuratively), the handheld unit 110 signals the central computer unit 105 that a manager's assistance is required. The central computer unit 105 then generates an appropriate message on, e.g., a terminal in the sales manager's office. The message may include information such as the seller's identity and a summary of what has transpired in the sales communication process with that prospect. The sales manager can then "stop by" and very naturally introduce him- or herself into the sales process.

The Manager Help button can be implemented so that pressing the button brings up a menu or a series of icons indicating different kinds of available assistance. The available assistance might include items such as "Soft drinks" (resulting in someone coming to take the prospect's drink order), "Service department," (resulting in a service-department representative coming to join the conversation), and the like. One or more of these items can be in addition to, or in lieu of, the manager assistance described above.

s) CACHING OF SCRIPTS, ETC.: If a suitably fast wireless link is available between the handheld unit 110 and the central computer unit 105, then the handheld unit can be programmed

to interact with the central computer unit on a real-time basis while in use and while in range of the central computer unit. Thus, when a seller is using the handheld unit 110 in range of the central computer unit, it effectively acts as a wireless terminal for the latter unit.

In that way, the seller uses the most current version of the scripts, sales information, etc. (referred to here as the "information load" of the handheld unit), as is practicable. That means, for example, that the seller will have up-to-date information about the vehicle inventory; he or she will not attempt to sell a prospect a vehicle that has already been sold, nor attempt to show a vehicle that is already being test-driven by another prospect (assuming that such information is kept current in the central computer unit 105).

But the handheld unit 110 is designed to be used in a mobile environment. There likely will be times when the handheld unit is out of range of the central computer unit 105, e.g., if the seller is on a test drive with a prospect.

To address that problem, the information load may be periodically downloaded from the central computer unit 105 into storage (preferably nonvolatile storage such as a hard disk drive or nonvolatile RAM) on the handheld unit 110. That makes the information load available for use by the seller even if the handheld unit loses contact with the central computer unit. In concept, such downloading is much like the "caching" of Web pages, graphics, etc., by browsers such as Microsoft's Internet Explorer and Netscape's Navigator, so that the Web pages and graphics can be viewed even if the user does not have a current connection to the Internet.

The downloading operation is preferably performed automatically upon startup of the handheld unit 110, e.g., through the use of an AUTOEXEC.BAT file or a Windows 95 Startup program. Such downloading, when successful, ensures that the handheld unit gets a current information load.

T) DATA COMPRESSION: If desired, the downloading may use data-compression and -decompression techniques to speed up the data transmission. That is, the central computer unit 105 may use any of a variety of conventional data-compression algorithms to substitute short strings of characters in place of long strings. For example, in the so-called dictionary approach, the central computer unit 105 would transmit comparatively short codes in place of longer strings of data characters; the handheld unit 110, using a compatible dictionary, would translate

the codes back into the original longer strings of data characters. (The programming of the handheld unit 110 can be designed to store the data in compressed form and decompress on an as-needed basis instead of decompressing it immediately upon receipt.) Well-known examples of dictionary-based data compression include those pioneered by Lev and Zimpel as well as 5 several variations on the basic LZ approach such as Lev-Zimpel-Welch (LZW): in these examples, dictionaries are built up "on the fly" to match the actual data transmitted.

10 U) REFRESH-TYPE UPDATING: If the information load is downloaded into nonvolatile storage in the handheld unit 110, the downloading operation can be conventionally designed to function in the well-known "refresh" mode. That is, the central computer unit 105 determines which portions of the desired current information load are already present in the handheld 15 unit 110 and downloads only those portions that are not already present. The refresh operation may be performed in any convenient manner. One simple approach is for the central computer unit 105 to send a signal to the handheld unit 110 directing the handheld unit to provide a directory listing of the separate data files making up its information load, including the dates and times of each file. That information can be used by the central computer unit to determine which 20 files should be updated. Alternatively, conventional record-level marking or tagging can be used to determine which if any record(s) in a database of scripts, sales information, etc., are candidates for updating.

25 V) PERIODIC UPDATING OF DATA: After initialization of the information load, selected portions thereof may be updated from time to time to reflect ongoing changes in the sales information data store. For example, a car dealership may refresh its handheld units 110 by downloading updated data whenever a specific vehicle is sold, so that other sellers will no longer attempt to test-drive that vehicle; or whenever new vehicles are added to the inventory. The update operation may be performed on a periodic basis, e.g., once per hour, once every four hours, etc. It may also be performed on an as-needed basis, e.g., when an inventory item (such as a specific vehicle) is sold or is added to the inventory. The update operation could be performed in some combination of periodic and as-needed basis. The update operation may be initiated by each handheld unit 110 or by the central computer unit 105.

4.6 Description of Specific Illustrative Embodiment

HARDWARE: One possible embodiment of the handheld unit 110 is the Fujitsu Stylistic 1000 RF, shown in Figure 2 identified by the reference numeral 200 / 110, running the Microsoft Windows 95 operating system. In implementations involving outdoor sales work (e.g., car dealerships), the available transreflective monochrome liquid-crystal display (LCD) option is preferred for the screen 205 for greater visibility in sunlight. This model of the Stylistic 1000 includes an antenna 210 for a spread-spectrum radio; if a different model without a built-in wireless link is used, then a separate unit such as an ARLAN wireless LAN adapter can be inserted into the PCMCIA slot (sometimes called the PC Card slot) on the handheld unit. Data entry can be accomplished with a stylus 215. The unit advantageously includes a hot-swappable battery, permitting the battery to be changed without powering down the unit. At this writing, more detailed information is available at

<http://www.fpsi.fujitsu.com/products/st10RF.htm>.

A) SOFTWARE - SCREEN DISPLAYS, DATA ENTRY: Figures 3 through 21 show examples of screen displays and data entry fields. The examples are from an experimental prototype of the invention designed for use in car dealerships. The Figures show fictitious prospect data in the displays. It will be appreciated by those of ordinary skill having the benefit of this disclosure that other screen arrangements are possible and, in other contexts, may be preferable to the ones shown here; for example, an implementation of the invention for use in a jewelry store obviously will be different from the car-dealership illustration shown in the drawings. Which specific screen arrangement to use in a given context is a matter of design choice for the artisan.

As seen in Figures 3 through 20, the prototype display- and data-entry screens for a given prospect are conventionally organized by representations of notebook tabs shown at the bottom of each screen. A given screen can be brought up on the display 205 of the handheld unit 110 by clicking with the stylus 215 on the appropriate tab. As is customary for such a display organization, the tab for screens not actually being viewed may be shown in a different color or shading than the tab for the screen being viewed. The specific prototype display / data entry screens shown in the Figures are described in Table 1 below; three-letter codes correspond to the codes at the lower right portion of various (but not all) screens.

TABLE I: DESCRIPTION OF SELECTED FIGURES

Figure 3	INF	Prospect info	Basic information about the prospect, e.g., name, address, phone number
Figure 4	PER	Prospect personal data	More detailed information about the prospect such as Internet address, nickname, hobbies
Figure 5	COB	Co-buyer data	Information about a co-buyer such as a husband or wife
Figure 6	WAN	Prospect wants	Details about what the prospect wants in a vehicle
Figure 7	TRA	Trade-in	Information about the car the prospect wants to trade in
Figure 8	APP	Trade-in appraisal	Trade-in appraisal information
Figure 9	SEL	Vehicle search (Attributes and Price / Payment tab)	A form for searching the sales data store to locate vehicles matching specific criteria
Figure 10	SEL	Vehicle search (Options tab)	A form for searching the sales information data store to locate vehicles matching specific criteria
Figure 11		Vehicles found	A list of vehicles found in the sales information data store that match the search criteria, along with detailed information about a highlighted vehicle
Figure 12	VEH	Selected vehicle	Information about a specific vehicle; includes a "Hold for salesman" button in the lower right corner to place a temporary hold on the vehicle
Figure 13	CBI	Credit bureau inquiry	Displays information to be sent to a credit bureau. Includes a "Send" button in the lower right corner, which causes a credit inquiry signal to be transmitted.
Figure 14	OFF	Prospect offer	A screen showing the current status of offers and counteroffers.
Figure 15	SOL	Sold	Information about a specific vehicle sold to a specific prospect
Figure 16	DEL	Delivered	Information about a specific vehicle delivered to a specific prospect

TABLE 1: DESCRIPTION OF SELECTED FIGURES

Figure 17	Select a vehicle position	A graphical touch-screen prompt that brings up script prompts with suggested points for the seller to discuss about the area of the car touched (see Figures 18, 19). If the sales information data store contains enough specific information about the various makes and models of vehicles, additional touch-screen prompts can be "nested," e.g., touching the "Interior" region brings up a list (or diagram) of interior features such as air conditioning, cruise control, etc.	
Figure 18	Speed Control	A sample script prompt; includes three navigation buttons Next, Previous, More.	
Figure 19	Speed Control	Another sample script prompt.	
Figure 20	BEB	Sales Manager	A screen brought up when the seller wants to close out the prospect record. Data fields marked by an asterisk are the minimum data that the seller should collect and record to be able to return to the main menu. The "beback" date and time fields indicate when the prospect has indicated s/he will return.
Figure 21			An example of a dialog box with a suggested script and three buttons for the seller to choose from. Includes two navigation buttons, Top and Previous, at the top right of the dialog box.

b) SOFTWARE - SCRIPT BUTTONS: Many of the screens have two rows of "buttons" at the top of the screen (with some buttons grayed out in some of the screens). Clicking on a button in the second row causes the handheld unit 200 / 110 to begin running a script for the

5 corresponding phase or "step" of the sales presentation process as described in Table 2. An asterisk may be displayed in one of these step-related buttons to indicate that the seller has worked through enough of the script for the step in question that the step can be marked as complete. For example, in Figure 3, the GRT button has an asterisk to show that the Greeting step has been sufficiently completed.

10 The script (reproduced in Figures 22 through 70) prompts the user to say certain things to the prospect and to enter certain data at specific points in the sales presentation process; the data

entered are displayed on the screens described above. Many but not all of the three-letter codes for the scripts are the same as the three-letter codes for the screens listed in Table 1.

TABLE 2: SCRIPTS IN PROTOTYPE SELLER PROCESS

GRT	Greeting the prospect
WAN	Determining the prospect's wants
SEL	Selecting an actual vehicle
PRO	Product presentation (a detailed product-presentation script with prompts for discussion of features found in specific vehicles is in the file SCRIPT.RPT in the microfiche appendix).
DEM	Demo of a vehicle
TRA	Trade-in
SER	Service department (often user-defined to be specific to the dealership)
WRI	Write up the order (offers and counter-offers)
SOL	Update the information on the vehicle sold
DLR	Dealer-defined, e.g., "why should you buy your car here" information

The script, shown in Figures 22 through 70, can be thought of as a flowchart expressed in words. Each "line" of the script, referred to as a record, contains information as described in Table 3 below. Execution of the script by the handheld unit 200 / 110 causes a dialog box (see, e.g., the "Welcome to ABC Motors. How may I assist you today" dialog box shown in Figure 21) to be displayed "over" the screen that is currently being displayed (e.g., the Prospect Info screen shown in Figure 3).

10

TABLE 3: SCRIPT CONTENTS

SCRIPT TEXT	Text to be displayed in the dialog box to prompt the seller to say specific things to the prospect. For example, in Figure 27, at the script record labeled DEM 0100, the seller is prompted to say "Let me start the car, and I'll show you more about the interior of this vehicle."
ANSWER	The text of zero or more buttons, menu choices, etc., to be displayed as part of the dialog box so that, e.g., the seller can indicate the prospect's response to the SCRIPT TEXT. For example, in Figure 27, three potential answers are displayed: OK, No time, and Not buying.

TABLE 3: SCRIPT CONTENTS

GOTO	Indicates that, when this script record is executed, a different screen is to be displayed "under" the dialog box. For example, in Figure 36, script record SEL 0020 contains the entry SEL in the GOTO field. This indicates that when this record is executed by the handheld unit 200 / 110, the "Vehicle search" screen shown in Figure 9 (whose three-letter code is SEL) is displayed under the dialog box.
PUT DATA, FIELD	Specific data values to be entered in specific fields in the sales-information data store. For example, in Figure 38, if the seller clicks on the answer indicating that the prospect's trade-in is being financed by FMCC, then the value "FMCC" is assigned ("put") to the field TRADELIENNAM (trade-in lienholder name).
STEP, SEQ	The next record of the script to be executed (which can vary depending on which prospect response is selected). For example, in Figure 27, if the prospect's answer to "Let me start the car ..." is "OK," then the handheld unit 200 / 110 executes script record DEM 0140, which suggests that the seller "[t]ake the time to explain or review one or more of the interior features covered in the product presentation."
* (asterisk)	Indicates that, when the script record in question is completed, the entire "step" can be marked as complete. For example, in Figure 36, the "Y" entries in script records SEL 0020, 0030, and 0040 indicate that if any of these three records is executed, the entire Vehicle search step in the sales presentation process, whose three-letter code is SEL, can be marked as complete (see, e.g., the asterisk in the SEL button shown at the top of Figure 12).

c) SOFTWARE - OTHER BUTTONS: Referring to Figure 3 as an example, the top row of buttons includes the buttons Show Script; Close Prospect, and Manager. The Show Script button causes the handheld unit 110 to resume running a script that was suspended by the seller (using a Hide Script button, not shown). The Close Prospect button signifies that the sales presentation has ended, either with or without a sale. The Manager button causes a signal to be sent to summon a sales manager as described in Section 4.5(r) above.

d) SOURCE CODE: It will be appreciated by those of ordinary skill having the benefit of this disclosure that much more detail about the operation of the prototype can be found in the source code reproduced in the microfiche source code appendix. The code is written to be compiled with the Microsoft® Visual C++ compiler.

4.7 Other Remarks

Use of the system described above helps management enforce the desired standardization of the sales process. The seller cannot advance through the prescribed sales process until he or she has completed all prior steps. In this way, management is assured that each prospect receives the treatment that has been deemed most effective in making a sale.

For example, the handheld unit 110 ordinarily allows the seller to retrieve and view sales information from the sales information data store for the benefit of the prospect (e.g., to determine whether a particular model is in stock). However, if the seller has not recorded the prospect's personal information such as name, address, and telephone number, the system will not allow the seller to retrieve that information. Thus, unless the seller follows the prescribed program, he or she is effectively prevented from proceeding. However, if the seller progresses through the prescribed steps, the handheld unit 110 may inform the sales management of each step completed successfully. In this way, management keeps abreast of which transactions have been dragging in critical stages, when management assistance might be useful.

The system provides other benefits besides adherence to the sales process. New sellers are easily trained on the job: once they learn to use the sales machine, it gives them a step-by-step script to follow, taking the guesswork out of the learning process.

Sellers are prompted through a thorough product presentation of features and benefits. These product presentations are specific to the product that the prospect desired to purchase and are tailored to address both the general and specific interests of the prospect.

Also, management now has an accurate picture of each seller's sales efficiency (ratio between number of sales completed per number of prospects seen). In a paper based system, sellers had a disincentive to record the visits of prospects who made no purchase, so management did not get any real idea of how well each seller was performing.

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4.7 Program Storage Device

As noted above, any of the foregoing variations may be implemented by programming a suitable general-purpose computer having appropriate hardware such as a microprocessor, memory, and a communications device such as a modem (preferably wireless for the handheld

device 110). The programming may be accomplished through the use of a program storage device readable by the computer and encoding a program of instructions executable by the computer for performing the operations described above. The program storage device may take the form of, e.g., one or more floppy disks; a CD ROM or other optical disk; a magnetic tape; a 5 read-only memory chip (ROM); and other forms of the kind well-known in the art or subsequently developed. The program of instructions may be "object code," i.e., in binary form that is executable more-or-less directly by the computer, in "source code" that requires compilation or interpretation before execution; or in some intermediate form such as partially compiled code. The precise forms of the program storage device and of the encoding of 10 instructions are immaterial here.

* * *

It will be apparent to those of ordinary skill having the benefit of this disclosure that numerous variations are possible from the illustrative embodiments described above. Accordingly, it is the claims below and not the illustrative embodiments that measure the 15 exclusive rights claimed in the invention.

WHAT IS CLAIMED IS:

1. A sales support computer comprising:
 - a) means operable by a seller for recording prospect data about a prospect, including information about at least one particular interest of the prospect; and
 - b) means for prompting the seller to perform a specified sequence of steps in a desired sales communication process during a meeting with the prospect in response to the at least one particular interest of the prospect.
2. The sales support computer of claim 1 wherein the sales support computer is of a size suitable for the computer to be held in the seller's hand.
3. The sales support computer of claim 1 wherein the particular interest is selected from the group consisting of safety, economy, performance, style, trailing towing capacity, side airbags, and anti-lock braking.
4. The sales support computer of claim 1 wherein the information about at least one particular interest of the prospect includes information about the composition of the prospect's family.
5. The sales support computer of claim 1, wherein the prompting to perform specified sequence of steps includes prompting the seller to say specific prospect-related information aloud.
6. The sales support computer of claim 5, wherein the specific prospect-related information comprises the prospect's name.
7. The sales support computer of claim 5, wherein the specific prospect-related information comprises information about a product option in which the prospect has indicated an interest.

8. The sales support computer of claim 5, wherein the specific prospect-related information comprises a recap list of information about product options in which the prospect has indicated an interest.

5 9. The sales support computer of claim 1, further comprising:
c) means for prompting the seller with a script of product features and benefits.

10. The sales support computer of claim 1, further comprising:
c) means for displaying a list of options available for a specific product.

10 11. The sales support computer of claim 1, further comprising:
c) means for simultaneously displaying information about the availability of one or more specified options for two or more specific products.

15 12. The sales support computer of claim 1, further comprising:
c) means for displaying a table of option availability for two or more specific products.

13. The sales support computer of claim 1, further comprising:
20 c) means for summoning assistance for the seller.

14. The sales support computer of claim 1, further comprising:
c) means for retrieving information from an external data store.

25 15. The sales support computer of claim 14, wherein the retrieved information comprises consumer credit information.

16. The sales support computer of claim 1, further comprising:

- c) means for retrieving and displaying sales information from a sales information data store; and
- d) means for preventing the seller from perceiving sales information from the sales information data store unless the seller records the prospect data.

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17. The sales support computer of claim 1, further comprising:

- c) means for retrieving and displaying sales information from a sales information data store; and
- d) means for preventing the seller from perceiving sales information from the sales information data store if the seller does not comply with the desired sales communication process.

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18. The sales support computer of claim 1, further comprising:

- c) means for accessing an external data store, and
- d) means for preventing the seller from retrieving information from the external data store if the seller does not comply with the desired sales communication process.

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19. The sales support computer of claim 1, further comprising:

- c) means for recording the duration of performance of respective steps in the desired sale communication process.

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20. The sales support computer of claim 19, wherein the means for recording the duration of performance of respective steps in the desired sales communication process comprises means for recording time stamps identifying the respective times of performance of the steps.

25

21. The sales support computer of claim 1, further comprising:

- c) means for transmitting a creditworthiness inquiry about the prospect to a financial institution, and

- d) means for receiving a creditworthiness report on the prospect.

22. The sales support computer of claim 21, further comprising:

- e) means for recording a representation of the prospect's signature, and
- 5 f) transmitting a representation of the prospect's signature to the financial institution.

23. The sales support computer of claim 1, further comprising:

- c) means for transmitting a sales offer and means for receiving a response to the offer.

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24. The sales support computer of claim 1, further comprising:

- c) means for locally storing at least a portion of a sales information data store; and
- d) means for periodically updating said locally-stored portion.

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25. A sales support computer comprising:

- a) means operable by a seller for recording prospect data about a prospect, including information about at least one particular interest of the prospect;
- b) means for prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect, said operations including (1) recording prospect data, and (2) telling the prospect about a product option correlated with the prospect's particular interest; and
- 20 c) means for restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations.

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26. The sales support computer of claim 25, wherein the particular interest is selected from the group consisting of safety, economy, performance, style, trailing towing capacity, side airbags, and anti-lock braking.

27. The sales support computer of claim 25, wherein the information about at least one particular interest of the prospect includes information about the composition of the prospect's family.

5 28. A sales support computer comprising:

- a) means operable by a seller for recording prospect data about a prospect, including information about at least one particular interest of the prospect;
- b) means for querying a sales information data store to determine the availability of specific products having one or more features correlated with the prospect's particular interest;
- c) means for prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect, said operations including:
 - (1) recording prospect data, and
 - (2) telling the prospect about one or more features that are correlated with the prospect's particular interest; and
- d) means for restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations.

10 29. The sales support computer of claim 28, wherein the particular interest is selected from the group consisting of safety, economy, performance, style, trailing towing capacity, side airbags, and anti-lock braking.

15 30. The sales support computer of claim 28, wherein the information about at least one particular interest of the prospect includes information about the composition of the prospect's family.

31. A sales support computer comprising:

- a) means operable by a seller for recording prospect data about a prospect, including information about at least one particular interest of the prospect;
- b) means for querying a sales information data store to determine the availability of specific products having one or more features correlated with the prospect's particular interest;
- c) means for prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect, said operations including recording prospect data;
- d) means for recording the duration of performance of respective operations in the desired sales communication process; and
- e) means for restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations.

15 32. The sales support computer of claim 31, wherein the particular interest is selected from the group consisting of safety, economy, performance, style, trailing towing capacity, side airbags, and anti-lock braking.

20 33. The sales support computer of claim 31, wherein the information about at least one particular interest of the prospect includes information about the composition of the prospect's family.

25 34. A sales support computer comprising:

- a) means operable by a seller for recording prospect data about a prospect, including information about at least one particular interest of the prospect;
- b) means for querying a credit information data store to get an indication of the prospect's creditworthiness;
- c) means for prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect, said

- operations including (1) recording prospect data and (2) telling the prospect about one or more product features suggested by one or more particular interests of the prospect; and
- 5 d) means for restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations.

10 35. The sales support computer of claim 34, wherein the particular interest is selected from the group consisting of safety, economy, performance, style, trailing towing capacity, side airbags, and anti-lock braking.

15 36. The sales support computer of claim 34, wherein the information about at least one particular interest of the prospect includes information about the composition of the prospect's family.

20 37. A sales support computer comprising:

- a) means operable by a seller for recording prospect data about a prospect, including information about at least one particular interest of the prospect;
- b) means for querying a credit information data store to get an indication of the prospect's creditworthiness;
- c) means for querying a sales information data store to determine the availability of specific products having one or more features correlated with one or more particular interests of the prospect;
- d) means for prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect, said operations including (1) recording prospect data and (2) telling the prospect about at least one of said one or more features; and
- 25 e) means for restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations.

38. The sales support computer of claim 37, wherein the particular interest is selected from the group consisting of safety, economy, performance, style, trailing towing capacity, side airbags, and anti-lock braking.

5 39. The sales support computer of claim 37, wherein the information about at least one particular interest of the prospect includes information about the composition of the prospect's family.

10 40. The sales support computer of claim 37, further comprising means for summoning assistance for the seller.

15 41. A sales support computer comprising:

- a) means operable by a seller for recording prospect data about a prospect, including information about at least one particular interest of the prospect;
- b) means for querying a credit information data store to get an indication of the prospect's creditworthiness;
- c) means for querying a sales information data store to determine the availability of specific products having one or more features correlated with one or more particular interests of the prospect;
- 20 d) means for prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect, said operations including recording prospect data;
- e) means for restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations; and
- 25 f) means for summoning assistance for the seller

42. The sales support computer of claim 41, wherein the particular interest is selected from the group consisting of safety, economy, performance, style, trailing towing capacity, side airbags, and anti-lock braking.

5 43. The sales support computer of claim 41, wherein the information about at least one particular interest of the prospect includes information about the composition of the prospect's family.

44. A sales support computer comprising:

10 a) means for locally storing a copy of at least a portion of a sales information data store external to the sales support computer;

b) means operable by a seller for recording prospect data about a prospect, including information about at least one particular interest of the prospect;

15 c) means for querying a credit information data store to get an indication of the prospect's creditworthiness;

d) means for querying said sales information data store to determine the availability of specific products having one or more features correlated with one or more particular interests of the prospect, including determining whether a communications link exists with the sales information data store, and if so, querying the sales information data store, otherwise querying said locally-stored copy;

20 e) means for prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect, said operations including (1) recording prospect data and (2) telling the prospect about at least one of said one or more features;

f) means for recording the duration of performance of respective operations in the desired sales communication process;

25 g) means for restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations; and

h) means for summoning assistance for the seller.

45. A sales support computer comprising:

- means for locally storing a copy of at least a portion of a sales information data store external to the sales support computer;
- means for periodically updating said locally-stored copy;
- means operable by a seller for recording prospect data about a prospect, including information about at least one particular interest of the prospect;
- means for querying a credit information data store to get an indication of the prospect's creditworthiness;
- means for determining the availability of specific products having one or more features correlated with one or more particular interests of the prospect, including determining whether a communications link exists with the sales information data store, and if so, querying the sales information data store, otherwise querying said locally-stored copy;
- means for prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect, said operations including (1) recording prospect data and (2) telling the prospect about at least one of said one or more features;
- means for recording the duration of performance of respective operations in the desired sales communication process;
- means for restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations; and
- means for summoning assistance for the seller.

46. A sales support computer comprising:

- a processor;
- a pen-based user interface;
- a wireless communications interface;

- d) a data store;
- e) a program store containing programming executable by the processor for carrying out operations including:
 - 1) downloading, via the wireless communications interface into the data store, a copy of at least a portion of a sales information data store external to the sales support computer;
 - 2) receiving, via the pen-based user interface, data inputted by a seller about a prospect, referred to as prospect data, including information about at least one particular interest of the prospect;
 - 3) querying said sales information data store to determine the availability of specific products having one or more features correlated with one or more particular interests of the prospect, including determining whether a communications link exists with the sales information data store, and if so, querying the sales information data store via the wireless communications interface, otherwise querying said locally-stored copy;
 - 4) prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect; and
 - 5) restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations.

47. A portable sales support computer comprising:

- a) a processor;
- b) a pen-based user interface;
- c) a wireless communications interface;
- d) a data store;
- e) a program store containing programming executable by the processor for carrying out operations including:

- 1) downloading, via the wireless communications interface into the data store, a copy of at least a portion of a sales information data store external to the sales support computer;
- 2) receiving, via the pen-based user interface, data inputted by a seller about a prospect, referred to as prospect data, including information about at least one particular interest of the prospect;
- 3) querying a credit information data store via the wireless communications interface to get an indication of the prospect's creditworthiness;
- 4) querying said sales information data store to determine the availability of specific products having one or more features correlated with one or more particular interests of the prospect, including determining whether a communications link exists with the sales information data store, and if so, querying the sales information data store via the wireless communications interface, otherwise querying said locally-stored copy;
- 5) prompting the seller to perform a specified sequence of operations in a desired sales communication process during a meeting with the prospect, said operations including (1) inputting prospect data and (2) telling the prospect about at least one of said one or more features;
- 6) recording the duration of performance of respective operations in the desired sales communication process;
- 7) restricting the seller's ability to use the sales support computer if the seller does not perform the specified sequence of operations; and
- 8) in response to a command inputted by the seller, transmitting via the wireless communications interface a signal summoning assistance for the seller

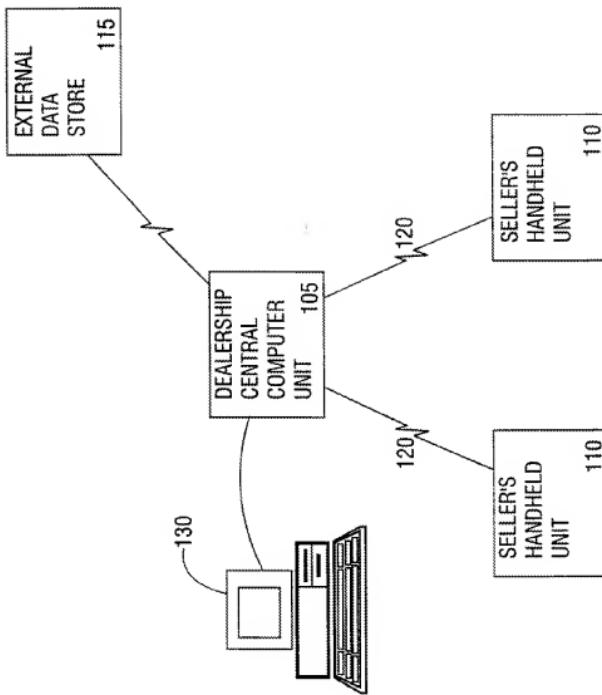


FIG. 1

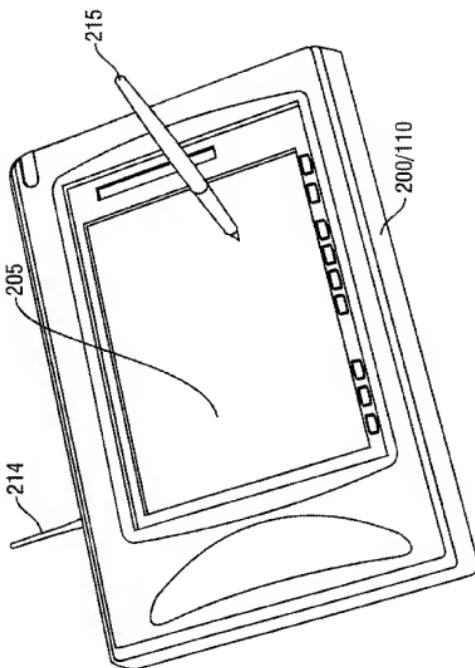


FIG. 2

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Sales Manager		Manager	
Show script		Close prospect	
* GRT WAN SEL PRO DEN TRA SER WRI CBI SOL DLR DEL			
Name	OLSEN, CATHERINE	Title	Miss
Address	OLSEN, CATHERINE	Company	
City	MISSOURI CITY	State	TX
County	FORT BEND	Zip	77459
		Country	
Phones	Home [713]660-7385	Work	(800)999-6348
		Extension	102
Pager		Cel	
		Fax [713)827-1200	
Employer	THE CONTINUUM		
Occupation	PROGRAMMER		
Prospect Type	First time	Advertising source	SERV CUST
Prospect info		Prospect personal data	
Co-buyer data		Prospect wants\Trade-in\Trade-in appraisal\Vehicle search\	
S		INF	
WAN 0:32		4:44	

3
EIG

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FIG. 4

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Sales Manager									
<input type="checkbox"/> Show script <input type="checkbox"/> Show script		<input checked="" type="checkbox"/> Manager							
<input type="checkbox"/> *GRT <input type="checkbox"/> WAN <input type="checkbox"/> SEL <input type="checkbox"/> PRO <input type="checkbox"/> DEN <input type="checkbox"/> TRA <input type="checkbox"/> SER <input type="checkbox"/> WRI <input type="checkbox"/> CBI <input type="checkbox"/> SOL <input type="checkbox"/> DLR <input type="checkbox"/> DEL									
Name	OLSEN, MIKE			Title	<input type="checkbox"/> Mr	SSN	<input type="text"/>		
Address	12334 KIOWA RIVER						<input type="text"/>		
City	MISSOURI CITY			State	<input type="checkbox"/> TX	Zip	<input type="text"/> 77459		
County	FORT BEND			Country	United States		<input type="text"/>		
Phones	Home <input type="text"/> (713)660-7385		Work <input type="text"/>	Extension	<input type="text"/>				
Employer	<input type="text"/>				<input type="text"/>				
Occupation	<input type="text"/>				<input type="text"/>				
Driver lic.	<input type="text"/>		State <input type="checkbox"/>	Birthday <input type="text"/>	<input type="text"/>				
<input type="checkbox"/> Prospect info <input type="checkbox"/> Prospect personal data <input type="checkbox"/> Co-buyer data <input type="checkbox"/> Prospect wants <input type="checkbox"/> Trade-in <input type="checkbox"/> Trade-in appraisal <input type="checkbox"/> Vehicle search <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>									
<input type="checkbox"/> WAN 0:32 <input type="checkbox"/> 8:04 <input type="checkbox"/> [412496 Miss Catherine "Cathy" Olsen]									

FIG. 5

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Sales Manager		Manager	
Show script	Close prop		
*GRT	WAN	SEL	PRO
Den	TRA	SER	WRI
SOL	CBI	DLR	DEL
New/Used	New	Low year	1997
Make	FORD	High year	1997
Series		Car/Truck	Car
Model #		Transmission	
Vehicle Type		Engine	No. of cyl.
Car	<input type="checkbox"/>	Principal driver	
Sport Utility	<input type="checkbox"/>	Mileage/year	20,000
Truck	<input type="checkbox"/>	Budget/month	500
Van	<input type="checkbox"/>	Downtime	1200
Class		WANTS 1	CD
Luxury	<input type="checkbox"/>	WANTS 2	LEATHER
Sport	<input type="checkbox"/>	WANTS 2	ABS
Standard	<input type="checkbox"/>		
Drive			
Group			
	<input type="checkbox"/> FWD		
	<input type="checkbox"/> RWD		
	<input type="checkbox"/> AWD		
	<input type="checkbox"/> 4WD		
Seating capacity			
2	<input type="checkbox"/>		
3	<input type="checkbox"/>		
4	<input type="checkbox"/>		
5	<input type="checkbox"/>		
6	<input type="checkbox"/>		
7	<input type="checkbox"/>		
8	<input type="checkbox"/>		
9	<input type="checkbox"/>		
10	<input type="checkbox"/>		
11	<input type="checkbox"/>		
12	<input type="checkbox"/>		
Body			
2 door	<input type="checkbox"/>		
3 door	<input type="checkbox"/>		
4 door	<input type="checkbox"/>		
Convertible	<input type="checkbox"/>		
WAN	0322	1031	412496
Prospect info	Prospect personal data	Co-buyers data	Prospect wants
			Trade-in
			Trade-appraisal
			Vehicle search
			\S
			\WAN

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Sales Manager		X									
Show script	Close prop.	Manager									
* GRT	WAN	SEL	PRO	DEN	TRA	SER	WRI	CBI	SOL	DLR	DEL
No Trade?	<input type="checkbox"/>	VIN	<input type="checkbox"/>	Mfg	<input type="checkbox"/>						
Year	1995	Make	FORD	Model	TAURUS						
Series		Body		Color							
Color group						Transmission	AT	Engine	6CY		
Car/Truck	Car					Air cond.					
Condition	GOOD					No. of cyl.	6				
License	TX	123765				Fuel type	Unleaded				
Odometer	67000										
Balance due	2500	to	FMCC			ACV	9000	Gross value	9000		TRA
Prospecting/Prospect, personal data\Ob-buyers data\Prospect wants\Trade-in\Trade-in appraisal\Vehicle search\Y\N\◀\▶											
WAN 0:32	20:55	412496	Miss Catherine "Cathy" Olsen								

FIG.7

Sales Manager <input checked="" type="checkbox"/>											
Show script		Close prop		Manager							
*GRT	WAN	SEL	PRO	DEN	TRA	SER	WRI	CBI	SOL	DLR	DEL
<input type="button" value="Print"/> <input type="checkbox"/> Print trade-in appraisal at station <input type="text"/> <input type="checkbox"/> Verbal request for trade appraisal made to <input type="text"/> THOMPSON											
<input type="checkbox"/> APP <input type="checkbox"/> Prospect info \ Prospect personal data \ Co-buysers data \ Prospect wants \ Trade-in \ Trade-in appraisal \ Vehicle search \ <input type="checkbox"/> <input type="checkbox"/>											
<input type="checkbox"/> WAN 0:32 <input type="checkbox"/> 21:24 <input type="checkbox"/> 412496 Miss Catherine "Cathy" Olsen											

FIG. 8

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Sales Manager		Manager																																																																																																																																													
Show script	Close prop																																																																																																																																														
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<table border="1"> <tr> <td colspan="2">Attributes and Price/ Payment</td> <td colspan="10">Options</td> </tr> <tr> <td colspan="2"> New/Used <input type="button" value="New"/> Low year <input type="button" value="1997"/> High year <input type="button" value="1997"/> Make <input type="button" value="FORD"/> Make <input type="button" value="MUSTANG"/> Series <input type="button" value=""/> Body <input type="button" value=""/> </td> <td colspan="10"> <table border="1"> <tr> <td colspan="2">Vehicle Type</td> <td colspan="10">Seating capacity</td> </tr> <tr> <td colspan="2"> <input type="checkbox"/> Car <input type="checkbox"/> Sport Utility <input type="checkbox"/> Truck <input type="checkbox"/> Van </td> <td colspan="10"> <input type="checkbox"/> 2 <input type="checkbox"/> 7 <input type="checkbox"/> 4 <input type="checkbox"/> 8 <input type="checkbox"/> 5 <input type="checkbox"/> 12 <input type="checkbox"/> 6 </td> </tr> <tr> <td colspan="2">Class</td> <td colspan="10">Group</td> </tr> <tr> <td colspan="2"> <input type="checkbox"/> Luxury <input type="checkbox"/> Sport <input type="checkbox"/> Standard </td> <td colspan="10"> <input type="checkbox"/> Full size <input type="checkbox"/> Mid size <input type="checkbox"/> Small </td> </tr> <tr> <td colspan="2">Payment from <input type="text" value="500"/> to <input type="text" value="500"/> Tier <input type="text" value="A"/></td> <td colspan="10">List price from <input type="text"/> to <input type="text"/></td> </tr> <tr> <td colspan="12"> <input type="button" value="Search"/> <input type="button" value="Clear screen"/> </td> </tr> </table> </td> </tr> <tr> <td colspan="12"> <input type="button" value="SEL"/> <input type="button" value="SEL"/> <input type="button" value="SEL"/> <input type="button" value="SEL"/> </td> </tr> <tr> <td colspan="12"> <input type="button" value="Prospect info"/> <input type="button" value="Personal data"/> <input type="button" value="Co-buys data"/> <input type="button" value="Prospect wants"/> <input type="button" value="Trade-in appraisal"/> <input type="button" value="Trade-in"/> <input type="button" value="Vehicle search"/> <input type="button" value="S"/> <input type="button" value="D"/> </td> </tr> <tr> <td colspan="12"> WAN 0:32 22:33 412496 Miss Catherine "Cathy" Olsen </td> </tr> </table>												Attributes and Price/ Payment		Options										New/Used <input type="button" value="New"/> Low year <input type="button" value="1997"/> High year <input type="button" value="1997"/> Make <input type="button" value="FORD"/> Make <input type="button" value="MUSTANG"/> Series <input type="button" value=""/> Body <input type="button" value=""/>		<table border="1"> <tr> <td colspan="2">Vehicle Type</td> <td colspan="10">Seating capacity</td> </tr> <tr> <td colspan="2"> <input type="checkbox"/> Car <input type="checkbox"/> Sport Utility <input type="checkbox"/> Truck <input type="checkbox"/> Van </td> <td colspan="10"> <input type="checkbox"/> 2 <input 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FIG. 9

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Sales Manager		Manager		SEL																																																																																					
Show script	<input type="button" value="Close prosdp"/>	<input type="button" value="Close prosdp"/>	<input type="button" value="Prospect info"/>	<input type="button" value="Prospect wants"/>	<input type="button" value="Trade-in appraisal"/>																																																																																				
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DLR	DEL				<input type="button" value="S"/>																																																																																				
<table border="1"> <thead> <tr> <th colspan="6">Attributes and Price/Payment Options</th> </tr> </thead> <tbody> <tr> <td>Color group</td> <td><input type="text"/></td> <td>Color code</td> <td><input type="text"/></td> <td>Trim</td> <td><input type="text"/></td> </tr> <tr> <td>Transmission</td> <td><input type="text"/></td> <td>Engine</td> <td><input type="text"/></td> <td>Quick spec</td> <td><input type="text"/></td> </tr> <tr> <td colspan="6">Include options</td> </tr> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td colspan="6">Exclude options</td> </tr> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td colspan="6">Mileage from <input type="text"/> to <input type="text"/></td> </tr> <tr> <td colspan="6">Include statistics <input type="text"/></td> </tr> <tr> <td colspan="6">Days in stock from <input type="text"/> to <input type="text"/></td> </tr> <tr> <td colspan="6"> <input type="button" value="OBDRF"/> <input type="button" value="Include on order"/> <input type="text"/> <input type="button" value="Sp#"/> <input type="text"/> </td> </tr> <tr> <td colspan="6"> <input type="button" value="Clear screen"/> <input type="button" value="Search"/> </td> </tr> </tbody> </table>						Attributes and Price/Payment Options						Color group	<input type="text"/>	Color code	<input type="text"/>	Trim	<input type="text"/>	Transmission	<input type="text"/>	Engine	<input type="text"/>	Quick spec	<input type="text"/>	Include options						<input type="text"/>	Exclude options						<input type="text"/>	Mileage from <input type="text"/> to <input type="text"/>						Include statistics <input type="text"/>						Days in stock from <input type="text"/> to <input type="text"/>						<input type="button" value="OBDRF"/> <input type="button" value="Include on order"/> <input type="text"/> <input type="button" value="Sp#"/> <input type="text"/>						<input type="button" value="Clear screen"/> <input type="button" value="Search"/>																											
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<input type="button" value="Clear screen"/> <input type="button" value="Search"/>																																																																																									

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Vehicles found						
00031456	97 FORD	MUSTANG	2DR CNV		1FALP4443VW201267	R
00031705	97 FORD	MUSTANG	2DR CNV		1FALP4448VW208280	R
CJB00011	97 FORD	MUSTANG	2DR CPE	GT	1FALP42X0VW1129241	F
CJB00010	97 FORD	MUSTANG	2DR CPE	GT	1FALP42X4VW116208	F
Vehicle: New 1997 FORD MUSTANG 2DR CNV 3 P44 List: 23590 Cac: 23945 Cost: 21752 Acct: 100 Mileage: 12 Sp#: 0013 Color: RIO RED TINTED CLEARCDAT GVW: Whse: 101.3 Engine: ENGINE-3.8L EFi V6 Trim: SADDLE CLOTH BUCKETS Status: (R) READY TO SELL Trans: AUTO OVERDRIVE TRANSMISSION Package: 243A Options: 572 63A 143 217 132 994 44U M 12H 20A In stock: 2 Location: FORD SALES						
<input type="button" value="Select vehicle"/> <input type="button" value="More"/> <input type="button" value="Cancel"/>						

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Sales Manager		<input checked="" type="checkbox"/> Manager													
<input type="checkbox"/> Show script		<input type="checkbox"/> Close prop													
* GRT		WAN	SEL PRO DEN TRA SER WRI CBI SOL DLR DEL												
<table border="1"> <tr> <td>Description</td> <td>1997 FORD MUSTANG</td> <td>2DR CNV</td> <td>ED</td> </tr> <tr> <td>Stock number</td> <td>00031456</td> <td>VIN</td> <td>1FALP4443WF201267</td> </tr> <tr> <td>list</td> <td>23945</td> <td>Price</td> <td>23000</td> </tr> </table>				Description	1997 FORD MUSTANG	2DR CNV	ED	Stock number	00031456	VIN	1FALP4443WF201267	list	23945	Price	23000
Description	1997 FORD MUSTANG	2DR CNV	ED												
Stock number	00031456	VIN	1FALP4443WF201267												
list	23945	Price	23000												
<table border="1"> <tr> <td><input type="checkbox"/> Hold for salesman</td> <td>VEH</td> </tr> <tr> <td colspan="2"> <input type="checkbox"/> Go-buys list <input type="checkbox"/> Prospect wants <input type="checkbox"/> Trade-in <input type="checkbox"/> Trade-in appraisal <input type="checkbox"/> Vehicle search <input type="checkbox"/> Selected vehicle <input type="checkbox"/> Credit Bureau Inquiry <input type="checkbox"/> V </td> </tr> <tr> <td colspan="2">WAN 0:32 4:44 412496 Miss Catherine Olsen</td> </tr> </table>				<input type="checkbox"/> Hold for salesman	VEH	<input type="checkbox"/> Go-buys list <input type="checkbox"/> Prospect wants <input type="checkbox"/> Trade-in <input type="checkbox"/> Trade-in appraisal <input type="checkbox"/> Vehicle search <input type="checkbox"/> Selected vehicle <input type="checkbox"/> Credit Bureau Inquiry <input type="checkbox"/> V		WAN 0:32 4:44 412496 Miss Catherine Olsen							
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WAN 0:32 4:44 412496 Miss Catherine Olsen															

FIG. 12

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X		Sales Manager											
Show script		Close prosp		Manager									
*GRT		WAN	SEL	PRO	DEN	TRA	SER	WRI	CBI	SOL	DLR	DEL	
Bureau to be inquired: CBI <input type="checkbox"/> Yes <input type="checkbox"/> TRU <input type="checkbox"/> Yes <input type="checkbox"/> TRW <input type="checkbox"/> No <input type="checkbox"/> Auto print <input type="checkbox"/> No <input type="checkbox"/> Auto flush <input type="checkbox"/> No													
Options: CBI <input type="checkbox"/> SSN Search <input type="checkbox"/> Yes <input type="checkbox"/> Phone code <input type="checkbox"/> 5 <input type="checkbox"/> Report options <input type="checkbox"/> TRU: <input type="checkbox"/> SSN Search <input type="checkbox"/> No <input type="checkbox"/> Phone code <input type="checkbox"/> 3 <input type="checkbox"/> Report options <input type="checkbox"/> 012 TRW: <input type="checkbox"/> SSN Search <input type="checkbox"/> No <input type="checkbox"/> Phone code <input type="checkbox"/> 2 <input type="checkbox"/> Credit phone list <input type="checkbox"/> No													
Last <input type="text" value="OLSEN"/>		First <input type="text" value="CATHERINE"/>		Middle <input type="text"/>									
Title <input type="text"/>		SSN <input type="text"/>		Employer <input type="text" value="THE CONTINUUM"/>									
Joint inquiry <input type="checkbox"/> No		Spouse's first name <input type="text" value="MIKE"/>		SSN <input type="text"/>									
Current address: Number <input type="text" value="12334"/>		Street <input type="text" value="KIOWA RIVER"/>											
City <input type="text" value="MISSOURI CITY"/>		State <input type="text" value="TX"/>		ZIP <input type="text" value="77453"/>		Route <input type="text"/>		Box <input type="text"/>					
Former address: Number <input type="text"/>		Street <input type="text"/>											
City <input type="text"/>		State <input type="text"/>		ZIP <input type="text"/>		Route <input type="text"/>		Box <input type="text"/>					
Co-buys data <input type="checkbox"/> Prospect wants <input type="checkbox"/> Trade-in <input type="checkbox"/> Trade-in appraisal <input type="checkbox"/> Vehicle search <input type="checkbox"/> Selected vehicle <input type="checkbox"/> Credit Bureau Inquiry <input type="checkbox"/> Credit Bureau Inquiry <input type="checkbox"/> <input type="checkbox"/> CB													
WAN 0-32		24:00		412496		Miss Catherine "Cathy" Olsen						Send <input type="checkbox"/>	

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Sales Manager		Manager	
Show script	Close propso		
*GRT	WAN	SEL	PRO
			DEN
			TRA
			SER
			WRI
			CBI
			SOL
			DLR
			DEL
Stock number	00031456	1997	FORD MUSTANG
			2DR CUV E8
Customer Offer			
<input checked="" type="checkbox"/> 01-FINANCE <input type="checkbox"/> 10-BALLOON <input type="checkbox"/> 01-EASE <input type="checkbox"/> 10-CASH <input type="checkbox"/> 01-FINANCE <input checked="" type="checkbox"/> 01-EASE <input type="checkbox"/> 10-BALLOON <input type="checkbox"/> 01-CASH			
Price	23000.00	Estimated	9000.00
Down pmt	1200.00	Trade value	2500.00
Rebate		Trade payoff	
Term		Rebate	
		Term	43
		APR	10.00
Submit to Power Workstation # <input type="text" value="W3J"/>			
Comment <input type="text"/>			
Management Offer (display only)			
<input checked="" type="checkbox"/> 10-BALLOON <input type="checkbox"/> 01-FINANCE <input checked="" type="checkbox"/> 01-EASE <input type="checkbox"/> 01-CASH			
Price	23000.00	Estimated	9000.00
Down pmt	1200.00	Trade value	2500.00
Rebate		Trade payoff	
Term		Rebate	
		Term	43
		APR	10.00
Quote has been logged <input type="checkbox"/>			
Buyer's Order <input type="checkbox"/>			
Last activity: Counter-offer received <input type="checkbox"/>			
Submit offer <input type="checkbox"/> Start over <input type="checkbox"/> Counter-offers <input type="checkbox"/>			
Comment <input type="text"/>			
OFF <input type="checkbox"/> OFF <input type="checkbox"/>			
<input type="checkbox"/> Trade-in <input type="checkbox"/> Trade-in appraisal <input type="checkbox"/> Vehicle search <input type="checkbox"/> Selected vehicle <input type="checkbox"/> Credit Bureau Inquiry <input type="checkbox"/> Prospect offer <input type="checkbox"/> Sold <input type="checkbox"/> Delivered <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
WAN C:32	27:34	412496 Miss Catherine "Cathy" Olsen	

FIG. 14

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Sales Manager									
X									
Manager									
Show script <input checked="" type="checkbox"/> Close prop <input type="checkbox"/>									
*GRT WAN SEL PRO DEN TRA SER WRI CBI SOL DLR DEL									
Name	OLSEN, CATHERINE								
Prospect	412496								
VIN									
Stock									
Description									
This unit is sold <input checked="" type="checkbox"/> Yes									
SOL									
<input checked="" type="checkbox"/> Trade-in <input type="checkbox"/> Trade-in appraisal <input type="checkbox"/> Vehicle search <input type="checkbox"/> Selected vehicle <input type="checkbox"/> Credit Bureau Inquiry <input type="checkbox"/> Prospect offer <input type="checkbox"/> Sold <input type="checkbox"/> Delivered <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>									
WAN 0:36 29:29 412496 Miss Catherine "Cathy" Olsen									

FIG. 15

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Sales Manager												
<input type="checkbox"/> Show script		<input type="checkbox"/> Close prospt		Manager								
*GRT		WAN	SEL	PRO	DEN	TRA	SER	WRI	CBI	SOL	DLR	DEL
Name <input type="text" value="OLSEN, CATHERINE"/>												
Prospect <input type="text" value="412496"/>												
VIN <input type="text"/>												
Stock <input type="text"/>												
Description <input type="text"/>												
This unit is delivered <input type="checkbox"/>												
S \ Trade-in \ Trade-in appraisal \ Vehicle search \ Selected vehicle \ Credit Bureau Inquiry \ Prospect offer \ Sold \ Delivered \ Del <input type="checkbox"/> <input type="checkbox"/>												
WAN 0:36		29:29		412496 Miss Catherine "Cathy" Olsen								

FIG. 16

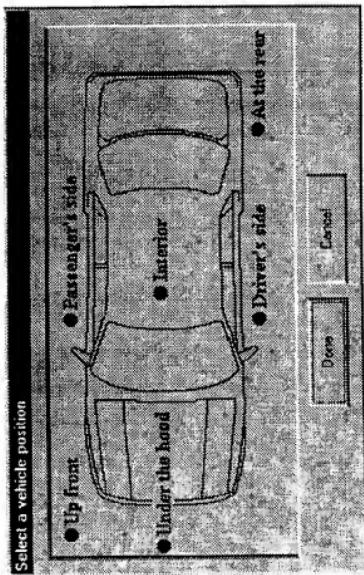


FIG. 17

Speed Control		
Next	Previous	More?
<p>For relaxed highway cruising, this vehicle has Speed Control with convenient steering wheel-mounted controls.</p> <p>Interior</p>		

FIG. 18

Speed Control	Next	Previous	More?
Interior	<p>This is how it works:</p> <ul style="list-style-type: none">- Press the ON switch and press SET ACCEL at the desired speed.- To speed up, press and hold SET ACCEL. To slow down, press COAST.- Touching the brake pedal returns the car to foot control.		

FIG. 19

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<input checked="" type="checkbox"/> Sales Manager <input type="checkbox"/> Show script	
<input type="checkbox"/> Manager	
*Name <input type="text" value="OLSEN, CATHERINE"/> <input type="checkbox"/> Phones Home <input type="text" value="713)660-7395"/> <input type="checkbox"/> Work <input type="text" value="(800)999-6348"/> <input type="checkbox"/> Extension <input type="text" value="102"/> <input type="checkbox"/>	
Beback date	<input type="text"/> <input type="checkbox"/> Time <input type="text"/> <input type="checkbox"/>
*Tickle date	<input type="text" value="9/3/1997"/> <input type="checkbox"/> Disposition <input type="text"/> <input type="checkbox"/>
*Prospect type	<input type="checkbox"/> First time <input type="checkbox"/> *Advertising source <input type="text" value="SERVC CUST"/> <input type="checkbox"/>
*Up <input type="checkbox"/>	
<input type="checkbox"/> Main Menu <input type="checkbox"/> Cancel <input type="checkbox"/> BEB <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
<input type="checkbox"/> WAN 0:05 <input type="checkbox"/> 38:10 <input type="checkbox"/> [412496 Miss Catherine "Cathy" Olsen]	

* These are the minimum required fields necessary to close
the prospect and return to the Main menu.

FIG. 20

<input type="checkbox"/> We need a new car	<input type="checkbox"/> We're just looking	<input type="checkbox"/> How much is this car
<input type="checkbox"/> Top		<input type="checkbox"/> Previous
<p>Welcome to ABC Motors. How may i assist you today?</p>		

FIG. 21

FIG. 22

PRINT 415 RECORDS - REPORT 022

RUN 09/10/97 15:35:40 PAGE: 3

ANSWER GOTO PUT DATA IN FIELD STEP SEQ * DEL 00:0

114:102 When the business manager has finished with your customers, Continue
You will receive a page asking you to come to his office. Take your instruments to your office and complete the delivery process.

114:103 Review contents of the New Vehicle Packet.

114:104 Show your customer where the service writeup area is. Continue
114:105 Introduce your customer to a Service Advisor. Give him/her the scheduled maintenance book. Keep him/her in the three free LOG in the front of the book.

114:106 After introducing the Service Advisor, say: Continue
You will be assigned your own personal service advisor. This means that they get to know your vehicles, and they ensure that you are completely satisfied on every visit.

114:107 Tell the customer how convenient service's hours are. Continue
Our Service Department is convenient for both pick-up and drop-off. Customer Service is open from 7:30am to 7:30pm, Monday through Friday, and by appointment on Saturday.

114:108 Inspect the vehicle while filling out and reviewing the Ford Quality Commitment Delivery Checklist. Now say: Continue
In approximately two to three weeks you will receive the survey like this one from Ford Motor Company. The survey will ask you questions concerning your sales experience at ABC Motors.

114:109 After we take pride in our customer satisfaction rating. Your customer satisfaction is our number 1 goal. Encourage into Ford's Elite Master Sales Program and part of my compensation is determined by your rating of "2A", which rates your overall purchase/lease experience, 114:110 and "A+", which rates the overall condition of your vehicle at time of delivery.

114:111 Do you feel you can rate both those areas as

114:112 10 GOVERN1SC2 DEL 0070
114:113 <10 GOVERN1SC2 DEL 0081

DEL 0060

FIG. 23

Highly satisfied
Satisfied with the quality commitment performance checklist so they
can say:
These, I will make do with that.

Continue

Q: Do you want me to direct the target now, today?
I am interested to what you consider his to say. Take
to say it is quantity or, well know you are paying attention.

Continue

Q: Do you have any questions caused or delivery area?
This is a part of the target, I hope you will want to hear about this.

Continue = Cust. Q:
Put to Q:
Put to Q:

LASTWORK

DEL. (1/10)
DEL. (1/10)
DEL. (1/10)
DEL. (1/10)
DEL. (1/10)

FIG. 24

1114 (1981) 207-217. Translated from *Voprosy Psichologii*, No. 4, 1981, pp. 10-14.

FIG. 26

know a little more familiar with this vehicle.

DEM 0170 No (Ready:

- I understand how you feel.
- I once felt that way myself when I first began to search for a new car.
- But I found that by driving each vehicle that interested me, I was better able to define what I did and didn't like and it actually made my search easier.

DEM 0171 Not today: That's fine. Let me show you the
• comfortable ride this vehicle offers. No one can make
you buy a vehicle just for test driving it.

OK

DEM 0190

DEM 0200

DEM 0190

DEM 0210

DEM 0190

FIG. 28

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FIG. 29

FIG. 32

GR7 0110 Let me explain our layout for you. New Cars are in the front. Explorers, Minivans, and New Trucks are on the side of the building. Our Pre-Owned Vehicles are displayed in the adjacent lot.

GR7 0111 Super. Welcome back.

GR7 0112 Welcome back.

GR7 0113 Are you interested in a New Ford product or a

GR7 0114 Continue

GR7 0115 Continue

GR7 0116 New

GR7 0117 N

GR7 0118 NANTHURISED

GR7 0119 GRT 130.

GR7 0120 GRT 1000

FIG 33

PRINT 415 RECORDS - REPORT 022
 STEP SEQ SCRIPT TEXT
 ANSWER
 RUN 09/10/97 15:35:40 PAGE 9
 GOTO PUT DATA IN FIELD STEP SEQ *

Free-Owned vehicle?
 Pre-Owned 0 NAME/ADDRESS GRT 1300
 Undecided - NAME/ADDRESS GRT 1300
 Continue - GRT 1301
 GRT 1301 What's your name? Do you mind if I write that down?
 Continue - GRT 1305
 GRT 1305 This computer is great. The owner, Mr. Jones, believes
 that every customer should be given our best treatment
 possible and has asked us to use it with each visitor.
 Is that OK with you?
 Continue - GRT 1300
 GRT 1300 Mr. Jones has also asked us to conduct a VERY
 SHORT SURVEY to determine which advertising sources
 are most effective. Please answer as important to
 us that he has asked us to log every response.
 Continue - GRT 1300
 GRT 1301 First, which advertising source listed here BEST
 represents the reason you chose to visit our dealership?
 Continue - GRT 1340
 GRT 1340 Second, what is your ZIP code?
 Continue - GRT 1340
 GRT 1341 Great. THANK YOU for taking a moment to answer
 these two questions.
 Continue - GRT 9995
 GRT 1342 However, when you hit CONTINUE, this script will disappear.
 Continue - GRT 9995
 GRT 1343 No more scripts will display until you
 1. Hit the REFRESH key if this is a new prospect.
 2. Hit the SEARCH key if this person has been here before.
 3. Hit the CANCEL key if you want to start over.

FIG. 34

PRINT 115 RECORDS - REPORT 022
RUN 09/10/97 15:35:40 - PAGE= 10
STEP SEQ. SCRIPT TEXT

REC-010 I have one more question of you. It will help me understand your needs a little better. Which of the following items are most important to you in a vehicle?

REC-011 More than one answer may be selected. This screen will remain displayed until you hit 'NEXT/MORE'.

REC-011.1 Note: You have NINE choices. You may look through all the choices by using the 'Next' or 'Previous' buttons to move back and forth between the screens.

REC-012 Note: When you are done with your selections, hit 'Done'. If you hit 'Previous' for more choices, hit 'Next'.

FIG 35

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PRINT 415 RECORDS - REPORT 022

CLNT TST002

STEP SEQ	SCRIPT TEXT	ANSWER	GOTO PUT DATA	IN FIELD	STEP SEQ
SEL 0010	What is our next step in SELECTING a vehicle?	1. Enter Stock# 2. Check Vehicle 3. Vehicle Search	SEL 0020 SEL 0030 SEL 0040		
1. I have the stock number for the vehicle we've chosen.					
2. I have a vehicle in mind to show, and want to see if it's available.					
3. Use Vehicle Search to select a vehicle.	Continue				
SEL 0020	Enter the STOCK# of the vehicle. It is displayed on the upper right hand corner of the BAR code sticker on the windshield. The system will accept the STOCK# when you hit CONTINUE if the vehicle is available for sale.				
SEL 0030	Walk over to the vehicle you have in mind, and enter the STOCK#. The system will accept the STOCK# if the vehicle is available.	Continue			
SEL 0040 1.	When you hit CONTINUE, the Vehicle Search screen will be displayed. The entries you have made regarding the prospector's wants should already be on the screen.	Continue			
	2. You may make further entries or you may hit SEARCH.				
	3. After you select the vehicle you want, click on the PRO button to begin the Product Presentation.		SEL		

FIG. 36

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PRINT 415 RECORDS - REPORT 022 ANSWER GOTO END DATA, IN FIELD STEP SEQ *
 CLNT TST002 SCRIPT TEXT
 STEP SEQ SCRIPT TEXT

TRA 0005 Before we go in...
 TRA 0010 May we make you an offer on your trade-in?
 TRA 0020 Naturally you are not required to accept our offer if you don't think it's fair, but at least you will get an idea of what DEALERS WILL PAY for your vehicle in the Houston market. Also, don't forget that applying your trade against the purchase price of the vehicle saves you money in TAXES.
 TRA 0030 I understand your feelings. Let's get you the figures on your new car. Right this way.
 TRA 0040 Let me collect some data about your vehicle and then tell you what the Used Vehicle Buyer is going to look at when he evaluates your trade.
 TRA 0050 What is the LICENSE plate number?
 TRA 0051 What is the LICENSE STATE?
 TRA 0060 What is the ODOMETER?
 TRA 0070 Is this an automatic?
 TRA 0080 What COLOR is it?
 TRA 0100 Enter the VIN:
 TRA 0110 TRACEVINNN

Continue YES BUYERINSC1 TRA 0040
 Continue NO BUYERINSC1 TRA 0020
 Continue Not Sure BUYERINSC1 TRA 0030
 Continue Okay BUYERINSC1 TRA 0040
 Continue No BUYERINSC1 TRA 0030
 Continue TX TRADESTATE TRA 0040
 Continue AT TRADETRANS TRA 0070
 Continue TRADETRANS TRA 0080
 Continue TRADETRANS TRA 0100
 Continue TRACEDRIVGP TRA 0110

RUN 09/10/97 15:35:40 PAGE= 12

FIG. 37

38
FIG.

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PRINT 415 RECORDS - REPORT 022 RUN 09/10/97 15:35:40 PAGE= 13
 STEP SEQ SCRIPT TEXT ANSWER GOTO PUT DATA IN FIELD STEP SEQ *

 TRA 010 Okay, let me tell you how the Used Vehicle Buyer Will
 evaluate on your trade, so you'll have a good idea of
 the process he uses. Continue -----
 TRA 010 First he checks the BODY for damage.
 This includes the Top, Hood, Fenders, Doors, Deck lids,
 Bumper, Grill, Paint, and Glass. Continue -----
 TRA 010 Next he checks the DRIVE TRAIN.
 This includes examining the engine and transmission, the
 alternator, battery and cables, starter, pump and
 compressor, radiator, hoses and belts, emission control,
 clutch, U joints, differential and exhaust system. Continue -----
 TRA 010 Third, he checks the RUNNING GEAR.
 This includes looking at each tire for wear, examining the
 wheels, caps and brakes. He'll look at the wheel alignment,
 whether the tires have been rotated, properly the steering
 adjustment, spring, shock and the front end. Continue -----
 TRA 010 Finally, he looks over the interior.
 He looks at the upholstery, mats and carpet, A/C and
 heater, radio tape - antenna, headliner, seats, windows,
 sun roof, windshield wiper and washer, instruments, horn
 lights - signal - lenses, tire jack and spare, and tools.

 TRA 010 The reason I go into such detail on how we appraise your
 trade is this, we want to give you a fair price. We also
 want you to understand what we evaluate to make up that
 fair price. It includes excess mileage, wear and tear,
 and repairs necessary for us to turn around and sell the
 car to another customer like you.

 TRA 020 Based on your experience with this vehicle, and what I've
 told you so far, how would you rate the CONDITION of this
 vehicle? You are not required to answer this question.

 POOR (nonreusable) POOR (fairly reason)
 FAIR (fairly reason) FAIR (good condition)
 GOOD (good condition) GOOD (good condition)

FIG. 39

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TRA 0240 OKAY, that'll do it.

TRA 0240 Okay, that'll do it.

TRA 0250 I will turn in your vehicle information to our Used Vehicle Buyer and he will give us the Houston market value on the car. Will you loan me the keys for a few minutes?

TRA 0250 I will turn in your vehicle information to our Used Vehicle Buyer and he will give us the Houston market value on the car. Will you loan me the keys for a few minutes?

TRA 9999 Y

TRA 9999 Y

FIG. 40

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PRINT 415 RECORDS - REPORT 022 RUN 09/10/97 15:35:40 PAGE= 14

CLNT TSTC02 SCRIPT TEXT STEP SEQ ANSWER GOTO PUT DATA IN FIELD STEP SEQ

U01 0010 Let's walk this way. Back here in service we have six SERVICE ADVISORS with a combined total of over 75 years experience. In the dealership service industry, The plaques you see outside each one's office are for the customer service awards they've won. Continue U01 0020

U01 0020 Every person who works in this dealership takes an annual course on what we call the CUSTOMER-FOR-LIFE philosophy. Have you heard of it? Yes U01 0025
No U01 0030

U01 0025 Well then you already know that.... Continue U01 0030

U01 0030 The CUSTOMER-FOR-LIFE philosophy means we don't just sell you one vehicle and then never see you again. We want to follow up to make sure you are satisfied with the vehicle and with every single service experience you have at ABC Motors. We try to build a relationship with you so that you will want to come back to us. Continue U01 0045

U01 0045 This is our LIBBE, OIL, FILTER center. We reconstructed it last year and have a 27 minute guaranteed service. As you can see, we have a lot of free time. As you are getting you in and out, or your LOF is free. As you center, you can also view the activities of the LOF center from the customer lounge. Continue U01 0050

U01 0050 Here is our CUSTOMER LOUNGE. As you see, it is equipped with free, telephones, fax machine, coffee, and morning snacks for your use if you choose to wait for your vehicle while it is serviced. Continue U01 0070

U01 0060 We also have a SHUTTLE SERVICE in the morning so you can drop your vehicle off and then go to work without waiting on your vehicle. Continue U01 0080

U01 0070 This is our CASHIER. Continue U01 0090

U01 0080 Let's go through this door to get to the front area. Now down this hallway is the picture of the dealership back in

FIG. 41

42/70

in 1955. We also post some of the nice letters customers have written us on our WALL OF FAME.

Now let's go get you those figures.

001 0000 The water fountain and the restrooms are down that hall

001 9999 Continue

001 - if you need them. May I offer you a coke?

FIG. 42

FIG. 43

FIG. 44

45/70

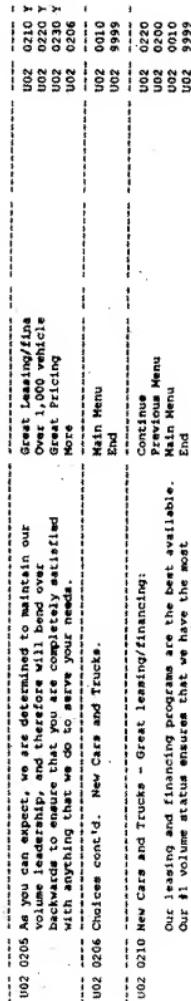


FIG. 45

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PRINT 415 RECORDS - REPORT 022

STEP SEQ	SCRIPT TEXT	ANSWER	GOTO PUT DATA IN FIELD	STEP SEQ
U02 0070 \$1 Jeep Volume:	We know we've been successful because...	More Previous Menu Main Menu End	U02 0080 U02 0020 U02 0010 U02 9999	-----
U02 0080 \$1 Jeep Volume:	More people buy a Jeep from us than any of the other 85 Jeep dealerships in the Texas region. We've been the top Jeep dealership for the past 2 years: 1994 and 1995.	More Previous Menu Main Menu End	U02 0090 U02 0020 U02 0010 U02 9999	-----
U02 0090 Engle Club:	We know we've been successful because...	More Previous Menu Main Menu End	U02 0100 U02 0120 U02 0110 U02 9999	-----
U02 0100 Customer Loyalty:	We're also a member of the prestigious Eagles Club. A national award from Chrysler for dealers who combine a outstanding volume with outstanding customer satisfaction.	More Previous Menu Main Menu End	U02 0110 U02 0120 U02 0110 U02 9999	-----
U02 0110 Top Hyundai Volume:	We know we've been successful because... More We are also a top Hyundai dealership with excellent satisfaction scores.	More Previous Menu Main Menu End	U02 0120 U02 0140 U02 0130 U02 9999	-----
U02 0120 Customer Loyalty:	We know we've been successful because... Continue Our Service Department is also top-notch. In addition to top caliber technicians and equipment, we also have our Customer Loyalty Program available for a small fee. This exclusive program, available only at ABC Motors,	More Previous Menu Main Menu End	U02 0130 U02 0150 U02 0140 U02 9999	-----
U02 0130 Customer Loyalty:	(cont'd)	More Previous Menu Main Menu End	U02 0140 U02 0160 U02 0150 U02 9999	-----
U02 0140 We look forward to welcoming you into our family of completely satisfied customers. We are #1 for a lot of very good reasons. Experience the ABC Motors difference.	Continue Previous Menu Main Menu End	U02 0150 U02 0170 U02 0160 U02 9999	-----	
U02 0160 Choose one of the following categories for buying at ABC Motors. "Inventory Stores"	New Cars and Truck Used Cars and Truck Main Menu End	U02 0170 U02 0300 U02 0010 U02 9999	-----	

FIG. 46

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CLNT TST002	STEP SEQ	SCRIPT TEXT	ANSWER	GOTO PUT DATA	IN FIELD	STEP SEQ	PAGE=
		PRINT 415 RECORDS - REPORT 022		RUN 09/10/97 15:35:40		17	
		competitive programs available for our customers.					
	U02 0220	New Cars and Trucks - Over 1,000 vehicles:	Continue	Previous Menu		U02 0240	
		Being the largest also means that our selection of new cars and trucks is the best around. At any point in time, we have over 1,000 new vehicles available for you to select from. This means the right vehicle for you, ready to take home with you today.	Main Menu	Main Menu	U02 0200		
			End	End	U02 9999		
	U02 0230	New Cars and Trucks - Great Pricing:	Continue	Previous Menu		U02 0240	
		And, of course, no one can sell as many cars and trucks as we do, without having great pricing. This combination of price and selection is just not available anywhere else in the region.	Main Menu	Main Menu	U02 0200		
			End	End	U02 9999		
	U02 0240	ABC Motors is therefore, the only place to buy your new car or truck. Be part of our family of completely satisfied new vehicle owners.	Continue	Previous Menu		U02 0300	
			Main Menu	Main Menu	U02 0200		
			End	End	U02 9999		
	U02 0300	At ABC Motors, our reputation is at stake every time we sell a used car or truck. For years our customers have come to us expecting the finest in sales and service, and we've gone to extraordinary measures to ensure that every vehicle on the lot meets their expectations.	200 to choose from			U02 0310	
			Proud to sell!			U02 0320	
			Thorough recondit!			U02 0330	
			More			U02 0301	
	U02 0301	More choices (cont'd). Used Cars and Trucks.	3 Month / 3,000 Mi.			U02 0340	
			Financed on the Sp			U02 0350	
			Main Menu			U02 0010	
			End			U02 9999	
	U02 0310	New Cars and Trucks - 200 to choose from!	Continue	Previous Menu		U02 0320	
		We usually carry at least \$1 million in late model, low mileage vehicles. This represents around 200 premium cars and trucks at any one time. Since we sell more new Ford's and new Jeep's than anyone else in the Texas region, and	Main Menu	Main Menu	U02 0300		
			End	End	U02 9999		

are a top Hyundai dealership as well, we have our pick of a huge volume of vehicles for resale on our lots.

U02 0320 Used Cars and Trucks - Proud to sell:

This also means that we can be very choosy about what we offer, and we are. Any vehicles that we wouldn't be proud to sell, we simply sell to the Wholesalers, who then re-sell to other lots.

U02 0330 Used Cars and Trucks - Thoroughly reconditioned:

We thoroughly recondition AND clean every hand-picked used

Continue
Previous Menu
Main Menu
End

Continue
Previous Menu
Main Menu

U02 0340
U02 0300
U02 0010
U02 9999

U02 0340
U02 0300
U02 0010

FIG. 48

49/70

PRINT 415 RECORDS - REPORT 022		STEP SEQ	SCRIPT TEXT	ANSWER	GOTO PUT DATA	IN FIELD	STEP SEQ	PAGE= 18
		U02 0340	Used Cars and Trucks - 3 month / 3,000 mile: Each used vehicle is backed by a 3 month / 3,000 mile guarantee. Since our vehicles are so good, extended service plans are available for even longer periods of time.	End	Continue Previous Menu Main Menu End	U02 0350 U02 0300 U02 0010 U02 9999	U02 0360 U02 0300 U02 0010 U02 9999	
		U02 0350	Used Cars and Trucks - Financing on the spot: Financing is available right on the spot at very competitive terms and we can have great lease programs if you want the lowest payment possible.	End	Continue Previous Menu Main Menu End	U02 0360 U02 0300 U02 0010 U02 9999	U02 0410 U02 0420 U02 0430 U02 0401	
		U02 0360	If you are thinking of a quality pre-owned vehicle, see what impressive quality really means in a used car or truck. We look forward to welcoming you into our family of completely satisfied customers. We are #1 for a lot of very good reasons. Experience the McCafferty difference.	End	Continue Previous Menu Main Menu End	U02 0410 U02 0420 U02 0430 U02 0401	U02 0410 U02 0420 U02 0430 U02 0401	
		U02 0400	Choose one of the following reasons for buying at ABC Motors.	Convenient Personal Advisor State-of-the-art None	Saves Money Accurate Repairs "Do it Right" None	U02 0410 Y U02 0420 Y U02 0430 Y U02 0401	U02 0410 Y U02 0420 Y U02 0430 Y U02 0401	
		U02 0401	Service and Parts: (cont'd)	Main Menu End	Service and Parts: (cont'd)	U02 0410 U02 0420	U02 0410 U02 0420	
		U02 0402	Service and Parts: (cont'd)	Main Menu End	Service and Parts: (cont'd)	U02 0410 U02 0420	U02 0410 U02 0420	
		U02 0410	Service and Parts - Convenient:	Continue				

FIG. 49

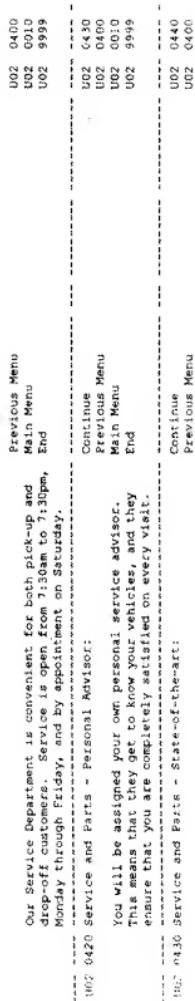


FIG. 50

FIG. 51

We take our Rental Department very seriously. If your impression of dealership rental departments is that they aren't REALLY in the business, prepare for us to exceed your expectations.

We take our Rental Department very seriously. If your impression of dealership rental departments is that they aren't REAUX in the business, prepare for us to exceed your expectations.

U02 9999

U02 End

U02 Continue

U02 Previous Menu

U02 Main Menu

U02 End

U02 0550

U02 0560

U02 0010

U02 9999

U02 0510 Rental - 200 vehicles:

We offer a full range of over 250 Ford and Jeep/Eagle cars and trucks as well as specialty vehicles such as:

- * SUV's
- * Luxury Conversion vans (TV's, VCR's)
- * Cargo Vans
- * 15 Passenger vans
- * Conversion

FIG. 52

STEP SEQ	SCRIPT TEXT	ANSWER	PRINT 415 RECORDS - REPORT 012	RUN 09/10/79 15:55:40	PAGE= 20
0100	0510 Rental - Competitive Rates:		GOTO PUT DATA IN FIELD	STEP SEQ *	
	We have very competitive rates. Deeply discounted weekly and monthly rates are also available for your convenience.				
	and monthly rates are also available for your convenience.				
1100	0511 Rental - Convenient:				
	We are open the same hours as the dealership, offering very convenient pick-up and drop-off, early in the morning or late at night according				
1110	0510 Rental - Top Choice:				
	If you need short term transportation, ABC Motors is your top choice.				
1120	0511 We are dedicated to your complete satisfaction.				

PRINT 415 RECORDS - REPORT 022

STEP SEQ. SCRIPT TEXT

ANSWER

GOTO PUT DATA IN FIELD

STEP SEQ. *

WAN 1320 Do you mind if I ask you a few questions about your automotive needs? PAGE= 21

WAN 1320 What we can do is pull out the questions together on this computer, then we'll have a better idea of what you want. RUN 09/10/97 15:35:40

WAN 1320 I have found that, by getting all of this down on the computer, I gain a better sense of your needs. STDE SEQ *

WAN 1320 We'll easily be able to pull it back up when you return to us or call back at a later date. So, will it be all right if I ask you a few questions? WAN 1420

WAN 1340 I have found that by better learning what your needs are, we can SAVE YOU TIME in finding the perfect vehicle. WAN 1340

WAN 1340 Plus, by making note of your needs, you won't have to spend time re-explaining what you want when you call or return at a later date. So will it be all right if I ask a few questions? SEL 9999

WAN 1340 That's fine. I respect your wishes. WAN 1360

WAN 1340 Do you have any questions that I can answer? SEL 9999

WAN 1340 Well, my name is... If you need any assistance I'll be standing out in front of the showroom. Please don't hesitate to call out to me. Also, here's my card if you decide you have questions about our inventory when you get home. BEB

WAN 1410 Do you already have a particular vehicle in mind? WAN 1405

WAN 1410 Great, let me enter the stock number and vehicle information. WAN 1450

WAN 1410 Is the vehicle new or used? WAN 1410

WAN 1410 New UNIT STOCKNO

WAN 1410 N RENTHEMED WAN 1415

FIG. 54

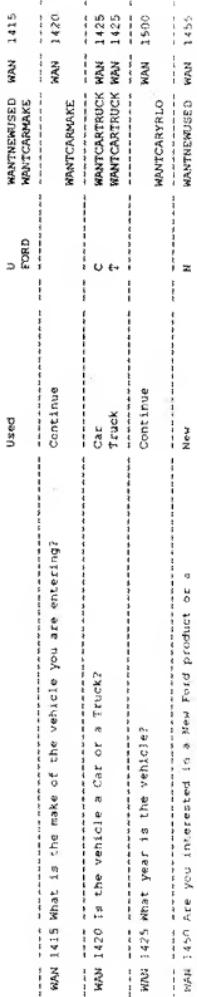


FIG. 55

PRINT 415 RECORDS - REPORT 022 PAGE= 22

STEP SEQ	SCRIPT TEXT	ANSWER	GOTO PUT DATA	IN FIELD	STEP SEQ
1450	Free-Owned vehicle?	Used	U	WANTHEMISD MAN 1455	
1451		Haven't decided	U	WANTHEMISD MAN 1455	
1452	For you looking for a car, truck, sports utility vehicle, or minivan/van?	Car	C	WANTCARTRUCK MAN 1460	
1453		Truck	T	WANTCARTRUCK MAN 1460	
1454		Sports Utility	T	WANTCARTRUCK MAN 1460	
1455		Van	T	WANTCARTRUCK MAN 1460	
1456	WAN 1460 Do you have a particular MAKE in mind?	Yes	WAN 1465	WAN 1475	
1457		No	WAN 1475	WANTCARTRUCK	
1458	WAN 1475 What YEAR vehicle are you looking for?	Continue	WAN 1476	WAN 1476	
1459	Enter latest year acceptable:				
1460	WAN 1476 Do you have a particular MODEL in mind?	Continue	WAN 1480	WANTCARMOEL	
1461	WAN 1476 Do you prefer a particular BODY STYLE?	Yes	WAN 1480	WANTCARBODY	
1462		No	WAN 1480	WAN 1480	
1463	WAN 1480 What is the oldest vehicle YEAR model you will purchase?	Continue	WAN 1490	WANTCARYRLO	
1464	WAN 1490 What is the newest YEAR model you prefer?	Continue	WAN 1500	WANTCARYRHI	
1465	WAN 1500 What MAKE of vehicle do you currently drive?	Continue	WAN 1520	TRA	
1466	WAN 1520 And what is the MODEL of the vehicle you currently	Continue	WAN 1550	TRADEMAKE	

FIG. 56

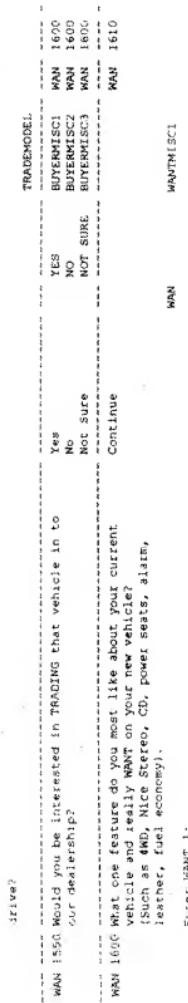


FIG. 57

FIG. 58

WAN 184: That's okay. I can help you figure that out later if you
like.

WAN 185: Last question, do you have a color preference?

WBN 186: Based on the information you've provided me, I have
a vehicle (or several vehicles) in mind which I believe
will meet your needs.

WAN 190: 19:00
WBN 190: 21:00
WAN 191: MANTCARCOLOR
WBN 191: 9999 Y

FIG. 59

PRINT 415 RECORDS - REPORT 022
 ETPL SEN SCRIP TEXT
 RIN 0910/97 15:35:40 PAGE= 24
 GO TO DATA IN FIELD STEP SEQ=

WRI 0100 After setting your prospects, offer them some
 refreshments if you haven't already done so.
 FOLKS, can I get you a refreshment? How about some coffee
 or a coke?

WRI 0110 Read through the following screens as a refresher of what
 Continue
 OFF
 WRI 0110

WRI 0110 You both can see the screen. Use the Prospect Offer screen
 to enter the info.

WRI 0110 Okay, let's enter the numbers in the computer. The selling Continue
 price is The Houston area market value on your
 trade-in is With \$100 down, let's see what your
 payment will be. You will now have to hit SUBMIT OFFER.
 We'll have to wait a moment while the computer calculates
 the payment.

WRI 0140 Okay, the vehicle is available, and the payments are
 calculated.
 * For a 48 month note, your payment would be
 * For a 24 month lease, your payment would be
 Which do you prefer?

WRI 0150 Ford is able to offer such a low lease payment because you
 are only paying for the portion of the vehicle today and subtract
 the guaranteed value of the vehicle at the end of the
 lease. This is the amount of the vehicle you are "using",
 and we finance this over a 24 or 36 month period.

WRI 0160 Click on the quote, the prospect is most interested in.
 Continue
 Continue
 WRI 0160

WRI 0110 We need 15. Your OK right here and we can get the
 SAPPAROK started.
 Note: Note be SILENT. Give the customer the pen and
 indicate the SUBMIT OFFER button. Wait for the customer to
 respond first. About 10% of your customers will sign on
 the first offer. Don't know it by talking.

FIG. 60

WRI 0110 Note: Hit **HIDE SCRIPT** now. Hit **SHOW SCRIPT** now. Hit **PREVIOUS** if you are ready to see the script again. Hit **PREVIOUS** if you'd like **Objections** to go back to one of the previous scripts.

WRI 0200 Prospects objects to one or more of the following:

- WRI 0201 Prospects objects to one or more of the following: **Price**
- WRI 0202 **Terms (Rate)**
- WRI 0203 **Trade Allowance**
- WRI 0204 **More**

WRI 0310 Prospects objects to one or more of the following: **Payment**

- WRI 0311 **Money Down**
- WRI 0312 **Note**

WRI 0400

WRI 0400

WRI 0500

WRI 0520

WRI 0600

WRI 0750N

WRI 0750

FIG. 61

FIG. 62

WRI 0450 The computer has generated the new pen. All we need is
Your OK right here and we can get the paperwork started.
Note: Now be SILENT. Give the customer the pen and
Indicate the SUBMIT OFFER button. Wait for the customer
to respond first.

WRI 0450 Mant has responded with a counter-offer. All we need is
Your OK right here and we can get the paperwork started.
Note: Now be SILENT. Give the customer the pen and
Indicate the SUBMIT OFFER button. Wait for the customer
to respond first.

WRI 0450 OK sounds. The premium value is based on the Houston market. Maintenance record

WRI 1000
WRI 0200

WRI 1000
WRI 0200

WRI 0450

FIG. 63

CINT TSUOC PRINT 415 RECORDS - REPORT 022 RUN 09/10/97 15:35:40 PAGE= 26

STEP SEQ 32815 TEXT ANSWER GOTO PUT DATA IN FIELD STEP SEQ *

WRI 0510 Call the Used Vehicle Buyer. Tell him (with the customer present): My customer here is willing to provide us with maintenance records that indicate regular maintenance was performed on this vehicle. Will you allow him more money for his trade-in?

WRI 0520 Call the Used Vehicle Buyer. Tell him (with the customer present): My customer here is willing to allow us to give the next customer his name and phone number to call if he has any questions. Will you allow him more money for his trade-in?

WRI 0530 Call the Used Vehicle Buyer. Tell him (with the customer present): My customer here is willing to provide us with maintenance records that indicate regular maintenance was performed on this vehicle. And he is willing to allow us to give the next customer his name and phone number to call if he has any questions. Will you allow him more money for his trade-in?

WRI 0540 How much more money do you think you need for your vehicle?

WRI 0550 Call the Used Vehicle Buyer. Tell him (with the customer present): My customer doesn't have the maintenance records for does he want a stranger calling him with questions about his old vehicle. However, he really believes his car is worth a few hundred dollars more. Is there anything you can do for him? Do you mind taking another look at the vehicle with the customer present?

Allow phone calls Both Just wants more \$

WRI 0520 WRI 0530 WRI 0540

WRI 0570

WRI 0590 WRI 0580

WRI 0560 WRI 0570 WRI 0580

FIG. 64

WRI 0570 - If the buyer is available, say: Let's walk out to see the Available Used Vehicle Buys now and we'll reevaluate your trade-in: Not Available * If the buyer is not available, say: The Buyer isn't available now. Let's proceed with the credit process while we wait.

WRI 0570 Well, it looks like we can give you \$ _____ for your trade. Yes
No

WRI 0570 Is this acceptable to you?

WRI 0570 Well, it sounds as if you will have better luck with this vehicle selling it yourself, if you don't mind dealing with No, don't trade-in
strangers or taking the chance of not selling it.

WRI 0570 - Yes, trade-in
TRADEGROSS
WRI 0570 - Yes, trade-in
TRADEGROSS
WRI 0570 - Yes, trade-in
TRADEGROSS
WRI 0570 -

FIG. 65

CLNT TST:02 PRINT: 415 RECORDS - REPORT 022 PAGE: 27

STEP SEQ	SCRIPT TEXT	ANSWER	GOTO PUT DATA	IN FIELD	STEP SEQ
WRI 0590	WRI 0590 Note: Hit HIDE SCRIPT and SUBMIT OFFER.	WRI 0591	WRI LOGO	WRI 0210	66 / 70
WRI 1595	All we need is your OK right here and we can get the framework started.	OK	More objections		
WRI 1600	Note: Now be SILENT. Give the customer the pen and indicate the SUBMIT OFFER button. Wait for the customer to respond first.				
WRI 1602	Of course, there are several ways to decrease the payment. We can check your history now to determine if your credit will get you a better rate than the average rate we use as an example. We can also bump the term lengthen it up. You may also put more money down.		Better rate Bump term More money down Other		
WRI 1610	WRI 1610 Note: choices:				
WRI 1610	WRI 1610 Of course, how much money would you like to put down?		Trade allowance Price Continue		
WRI 1620	WRI 1620 Note: Just not sure!		Don't like Something else		
WRI 1630	WRI 1630 Many people just aren't 100% sure they are making the right move when they buy a new vehicle. Perhaps I can help you pinpoint what concerns you. Is there something about the vehicle you don't like? Or is it something else?		Continue		
WRI 1651	WRI 1651 Just not sure!		WRI 0843 WRI 0240 WRI 0801		
WRI 1651	WRI 1651 Well, I can understand your concern. Let me get a brochure with our prices together, you can take it home with you, and you can call me if you have any questions. That way you can consider your purchase at your leisure.		WRI 0852		

FIG. 66

WRI 0802 Just not sure:
Now, let's make an appointment for you to return. Would
this evening or tomorrow be more convenient?

WRI 0803 That wouldn't keep you from coming, it, would it?
Yes
No
Maybe

WRI 0804 We have three choices then. We can look for another
vehicle which better suits your needs. We can let you think
about this vehicle and make an appointment to come back,
or you can buy this vehicle now.

WRI 0805
WRI 0806
WRI 1000

Continue

WRI 0822

APPOINTMENT

WRI 0804

WRI 0804

WRI 0805

WRI 0801

WRI 1000

FIG. 67

PRINT 415 RECORDS - REPORT 022

STEP SEQ SCRIPT TEXT ANSWER GOTO PUT DATA STEP SEQ PAGE

WRI 0611 Let's find a vehicle for you that you really want. Let me check my computer to see if we have something else that better suits the needs you've described to me.

WRI 0612 It may be necessary to switch the prospect on another vehicle at this point. If this is the case, go back to the SEL (select) step to help them find another vehicle. Hit the SEL button now.

WRI 0613 Not buying today. I respect that you are not planning to buy today. However, let me ask you one question. Is there any single item that is preventing from coming to a decision today? What is that item? If we can take care of that, will you consider buying?

WRI 0614 Not buying today! (cont'd) Continue

WRI 0615 You may need to hit the MANAGER button now for fair assistance. Or you may determine based on the answer that they absolutely won't be buying today. Or you may find that you can answer their objection yourself.

WRI 0616 Not buying today! (cont'd) Continue

WRI 0617 I'll respect your wishes. Let's make an appointment for you to come back in when you are closer to a decision. Should tomorrow or the next day be more convenient for you?

WRI 0618 Spouse not here: Continue

WRI 0619 I can certainly appreciate the fact that you would want your spouse involved in the decision. Allow me to gather all this information together for you so you can get on your way.

WRI 0620 Spouse not here: Continue

WRI 0621 Let's make an appointment for you and your spouse to return together. Would this evening or tomorrow be more convenient?

WRI 0622 Continue

WRI 0623 APPDATE: Continue

WRI 0624 APPDATE: Continue

WRI 0625 APPDATE: Continue

WRI 0626 APPDATE: Continue

WRI 0627 APPDATE: Continue

WRI 0628 APPDATE: Continue

WRI 0629 APPDATE: Continue

WRI 0630 APPDATE: Continue

WRI 0631 APPDATE: Continue

WRI 0632 APPDATE: Continue

WRI 0633 APPDATE: Continue

WRI 0634 APPDATE: Continue

WRI 0635 APPDATE: Continue

WRI 0636 APPDATE: Continue

WRI 0637 APPDATE: Continue

WRI 0638 APPDATE: Continue

WRI 0639 APPDATE: Continue

WRI 0640 APPDATE: Continue

WRI 0641 APPDATE: Continue

WRI 0642 APPDATE: Continue

WRI 0643 APPDATE: Continue

WRI 0644 APPDATE: Continue

WRI 0645 APPDATE: Continue

WRI 0646 APPDATE: Continue

WRI 0647 APPDATE: Continue

WRI 0648 APPDATE: Continue

WRI 0649 APPDATE: Continue

WRI 0650 APPDATE: Continue

WRI 0651 APPDATE: Continue

WRI 0652 APPDATE: Continue

WRI 0653 APPDATE: Continue

WRI 0654 APPDATE: Continue

WRI 0655 APPDATE: Continue

WRI 0656 APPDATE: Continue

WRI 0657 APPDATE: Continue

WRI 0658 APPDATE: Continue

WRI 0659 APPDATE: Continue

WRI 0660 APPDATE: Continue

WRI 0661 APPDATE: Continue

WRI 0662 APPDATE: Continue

WRI 0663 APPDATE: Continue

WRI 0664 APPDATE: Continue

WRI 0665 APPDATE: Continue

WRI 0666 APPDATE: Continue

WRI 0667 APPDATE: Continue

WRI 0668 APPDATE: Continue

WRI 0669 APPDATE: Continue

WRI 0670 APPDATE: Continue

WRI 0671 APPDATE: Continue

WRI 0672 APPDATE: Continue

WRI 0673 APPDATE: Continue

WRI 0674 APPDATE: Continue

WRI 0675 APPDATE: Continue

WRI 0676 APPDATE: Continue

WRI 0677 APPDATE: Continue

WRI 0678 APPDATE: Continue

WRI 0679 APPDATE: Continue

WRI 0680 APPDATE: Continue

WRI 0681 APPDATE: Continue

WRI 0682 APPDATE: Continue

WRI 0683 APPDATE: Continue

WRI 0684 APPDATE: Continue

WRI 0685 APPDATE: Continue

WRI 0686 APPDATE: Continue

WRI 0687 APPDATE: Continue

WRI 0688 APPDATE: Continue

WRI 0689 APPDATE: Continue

WRI 0690 APPDATE: Continue

WRI 0691 APPDATE: Continue

WRI 0692 APPDATE: Continue

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WRI 0696 APPDATE: Continue

WRI 0697 APPDATE: Continue

WRI 0698 APPDATE: Continue

WRI 0699 APPDATE: Continue

WRI 0700 APPDATE: Continue

WRI 0701 APPDATE: Continue

WRI 0702 APPDATE: Continue

WRI 0703 APPDATE: Continue

WRI 0704 APPDATE: Continue

WRI 0705 APPDATE: Continue

WRI 0706 APPDATE: Continue

WRI 0707 APPDATE: Continue

WRI 0708 APPDATE: Continue

WRI 0709 APPDATE: Continue

WRI 0710 APPDATE: Continue

WRI 0711 APPDATE: Continue

WRI 0712 APPDATE: Continue

WRI 0713 APPDATE: Continue

WRI 0714 APPDATE: Continue

WRI 0715 APPDATE: Continue

WRI 0716 APPDATE: Continue

WRI 0717 APPDATE: Continue

WRI 0718 APPDATE: Continue

WRI 0719 APPDATE: Continue

WRI 0720 APPDATE: Continue

WRI 0721 APPDATE: Continue

WRI 0722 APPDATE: Continue

WRI 0723 APPDATE: Continue

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WRI 0998 APPDATE: Continue

WRI 0999 APPDATE: Continue

WRI 09999 APPDATE: Continue

FIG. 68

WRI 0820 And what time would be best for you? 7pm? 7:30pm?
WRI 0823 Continue

WRI 0823 Now, you will call me if something changes on your end, I wont' you? And I'll do the same for you if something changes on my end, where can I reach you or your answering machine?

WRI 0824 Home phone:

WRI 0824 Work phone:

WRI 0824 Work phone:

WRI 0825 Home phone
WRI 0825 Work phone
WRI 0825 Cell phone
WRI 0825 No phone given

WRI 0826 Continue

WRI 0826 Work phone also given

WRI 0826 Continue

WRI 0826 Continue

FIG. 69

PRINT EMAILED AT: 15:36:05

FIG. 70